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*Kellogg's*

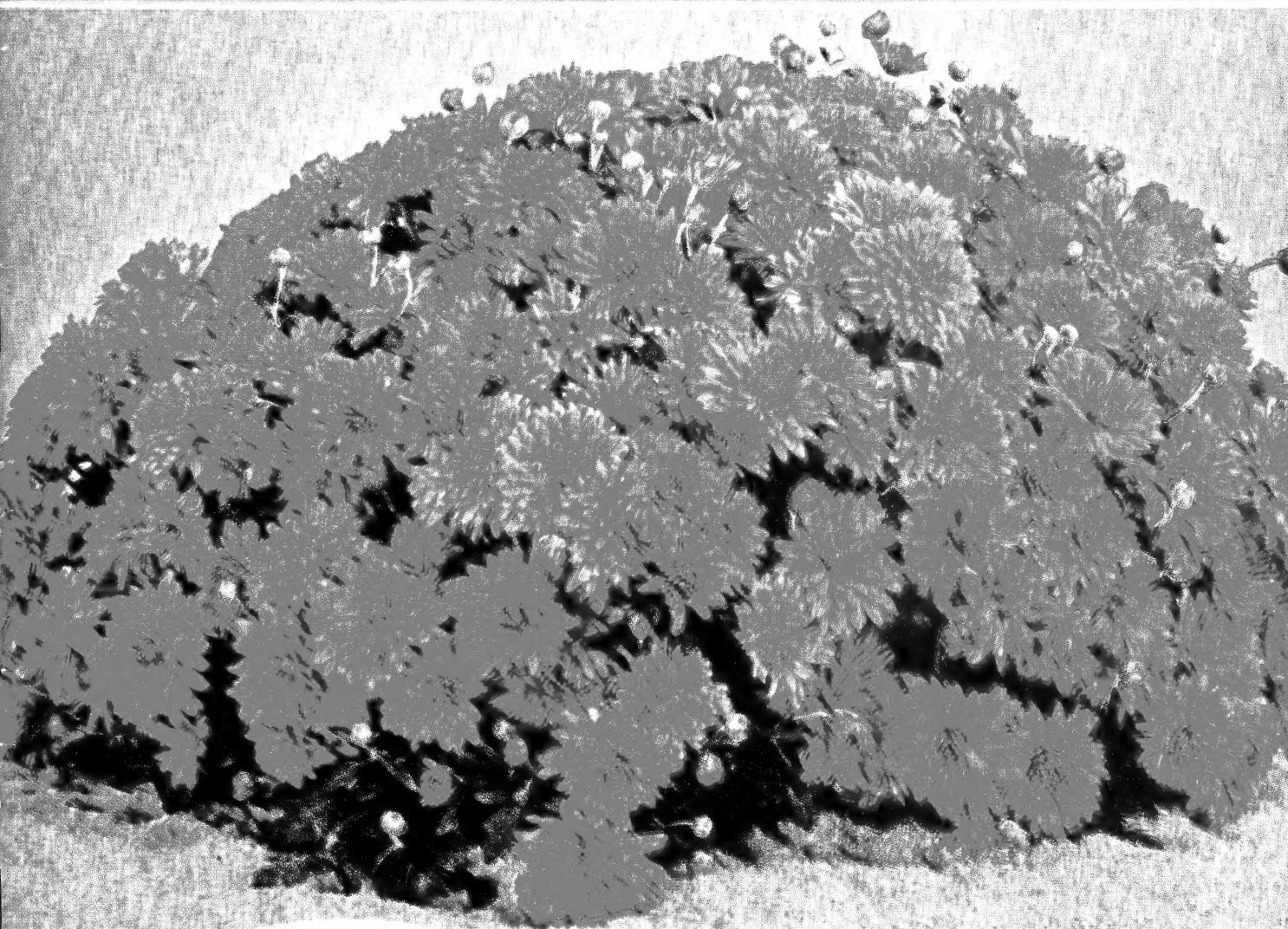
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U. S. Department of Agriculture

# *Famous Flowers*

AND HOW TO GROW THEM



*New!*

**Azaleamum**

TRADE MARK REG. U. S. PAT. OFF.

*Blazing Red*

See page 20 for description of this amazingly red new Azaleamum. Offered for the first time this year. Full price scale on page 20.

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*Spring*  
**1951**

**R. M. KELLOGG CO.**

**THREE RIVERS, MICHIGAN**



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## Pacific Delphiniums Named Varieties

We have a limited number of Pacific Delphiniums in named varieties:

**Summer Skies.** Clear light blue, white bee.

**Guinevere.** Light pinkish lavender, white bee.

**Galahad.** Beautiful white.

**PRICES:** Summer Skies, Guinevere, Galahad, 50c each; 2 for 85c; 3 for \$1.20; 4 for \$1.55.

We also have a very few **KING ARTHUR**—dark royal-violet, at 1 for 75c; 2 for \$1.35; 3 for \$1.95; 4 for \$2.55.

## Pacific Delphiniums

Few flowers are more beautiful than Delphiniums, and these tall, stately Pacific hybrids are unusually fine. They have beauty in abundance, with sturdier spikes and better color than other varieties. The florets are unusually large, often 2 inches across or more, while two-thirds to three-fourths of them will be double.

This group is the best buy for the average garden. The plants come in a wide range of colors, such as light blues, dark blues, lilacs, purples and near-pinks. They are hybrids, however, and we can allow no color choice. To get the best variety of color, order at least six, and twelve would be better.

**PRICES:** 4 for \$1.25; 8 for \$2.29; 12 for \$3.39.

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# How To Grow Them

By S. F. Beatty  
and the Nursery Staff  
Drawings by John Burton Brimer

**I**T really is simple and easy to have a garden. Practically any soil will do for gardening, and from then on the chief essentials are good plants, and a little attention to the easy instructions that follow. We hope that we have made these simple and clear.

We believe that we have, but naturally some questions will occur to you which are not answered, or perhaps are not clear. In that case you may use our free consultation service. Simply write us for the information you want, and it will be an unusual question, indeed, if we are unable to answer it.

## Soil Required

**A**NY ordinary, rich or well fertilized soil will do for Azaleamums, and such flowers as Shasta Daisies, Blue Bonnet, Violas, Phlox, and most others. The usual test applies: that is, if other flowers grow well in your soil, Azaleamums and these other flowers will thrive there happily, and will really go to work to produce a blaze of color for you.

Yes, the soil should be well-drained, too, but that applies to practically any flowers that you want to grow. If it is not well drained, your garden will have a tendency to freeze out in cold weather. But, if drainage is poor, do not worry, because drainage can be supplied. See instructions, page 43.

There are some exceptions to the above, it is true. For example, some flowers require a heavy, cool soil. Among these would be Delphiniums, Trollius, Astilbe, Bleeding Hearts, Windflowers and Primroses.

Forget-Me-Nots and Violets require a cool soil, but not necessarily heavy.

Verbenas grow most anywhere, but are particularly valuable in poorer soils, as they really seem to like it. Thus they are very useful in rockeries, as well as in the garden.

## Acid or Sweet - Which

**W**ITHIN reasonable limits, do not worry as to whether your soil is acid or sweet. Probably your soil is within the ordinary limits just mentioned, so you need do nothing to supply either acidity or sweetness. But, if you really believe that your soil is over-acid, light applications of lime may be used.

It is not at all likely that your soil is over-sweetened by applications of lime. If a year or two has gone since lime was applied, the sweetness will have worn out and your soil will be in proper condition.

To sweeten the soil with lime, mix in with the dirt at soil preparation time. About one-third teacup of lime should be used to every cubic foot of earth.

(Continued on page 5)



## Shasta Daisy Esther Reed

This beautiful Shasta Daisy is very large—and very white. Flowers get up to four inches across, completely double and well-crested. They have a gleaming white beauty that cannot be shown in the picture. Bloom constantly from June through October. Very fine as cut flowers or in the garden. 1 for 65c; 2 for \$1.15; 3 for \$1.65; 4 for \$2.15. Potted plants.

### We Pay Shipping

All prices in this catalog include shipping charges, if you live within the area mapped on page 16, and if your order amounts to \$4.00 or more.

## Special!

3 Esther Reed .....	\$1.65
3 Honeymoon .....	1.35

Total Value ..... \$3.00

Special Price **\$2.79**



## Shasta Daisy Honeymoon

Remember Cinderella, the story-book girl, who was so homely? And remember how her fairy godmother changed her into a beauty who married the Prince? That's what's happened to Shasta Daisies. They have now been touched by the magic wand of breeders, and here is the result—huge Daisies with blooms up to 5 inches across or more. Pure white, like newly fallen snow. Center, golden yellow. Massive display. Late June to August. Hardy. Foliage rich green, upright, healthy. 24 to 30 inches high. **PRICES:** 1 for 55c; 2 for 95c; 3 for \$1.35; 4 for \$1.75; 6 for \$2.55.

*Kellogg's*

# Famous Fourteen Phlox

Our season here has been unusually fine for producing high-grade Phlox, and so you will receive better Kellogg plants than ever. All are strong and vigorous, with sturdy, healthy roots. A fine choice of the best varieties as follows:

## Pictured Varieties

1. **Bright Eyes.** Beautifully large, gorgeously colored florets; dark red, with beautiful dark eyes.
2. **Border Gem.** Beautiful reddish purple. Medium height. Large trusses, well formed.
3. **Mary Louise.** Pure white like newly fallen snow. Lovely and fluffy.
4. **Carolyn Vandenburg.** The outstanding dark blue Phlox. Large, healthy.
5. **Baron von Dedem.** A brilliant orange-red dandy; medium height.
6. **Africa.** Amazing dark carmine-red. Strong, vigorous, healthy and hardy.

## These are amazingly beautiful, too

**Bluette.** Shades of blue and rose intermingled in magical fashion.

**Daily Sketch.** Extra large florets. Clear beautiful pink, with small carmine eye.

**Eva Foerster.** Beautiful new bright salmon-pink Phlox. Large florets, large heads.

**Lillian.** The famous blue-eyed Phlox; rest of flower beautiful salmon-pink.

**Pinkette.** A color right out of fairyland. Almost white, and yet it is pink.

**Polka Dot.** Amazingly light pink petals with fuchsia-colored eye. Beautiful polka dot effect.

**Salmon Glow.** Deep salmon-pink, deep carmine eye.

**World Peace.** Beautiful new pure white Phlox. Worth having.

## Prices, Field-grown Plants

1 for . . . . .	\$0.45	6 for . . . . .	\$1.95
2 for . . . . .	.75	12 for . . . . .	3.75
3 for . . . . .	1.05	24 for . . . . .	7.35
4 for . . . . .	1.35	50 or more @	29c each.

## Phlox Picture Special

12 plants

2 each of the varieties pictured, 12 in all, value \$3.75.

Special Price \$3.69



R. M.  
Kellogg Co.  
—○—  
Three Rivers,  
Michigan ④

## Violet Special!

2 Double Russian Violets	\$1.15
2 White Wonder Violets	.75
2 English Violet	.75
2 Royal Robe Violets	.85

Total Value .....\$3.50

Special Price **\$2.99**

Very few flowers really demand an acid soil, but some are very happy in it, and among these are Violets and Violas.

### Testing for Soil Acidity

**Y**OU may find it interesting to test your soil, and the test is quite simple. You can buy red and blue litmus paper at your drug store for pennies only, to make the tests. First, moisten a little soil. knead into a ball, break open and insert the blue litmus paper and leave for a minute or two, then remove the paper. If it has turned red, your soil is on the acid side.

If it has remained blue, next test for alkalinity. Take a piece of red litmus paper and use in the same way. If the red litmus paper turns blue, your soil is sweet, or alkaline. If neither paper changes color, your soil is neutral.

### Soil Exposure

**A**ZALEAMUMS and most flowers like sun. So, select a sunny spot, if you can. But, they will tolerate a reasonable amount of shade, if from a building, fence, or other structure that does not use soil fertility. Never think that you can plant Azaleamums under trees and be successful with them, for the trees will sap so much soil fertility that the flowers will not do well, regardless of the amount of sun or shade. The same is true of nearly all garden flowers.

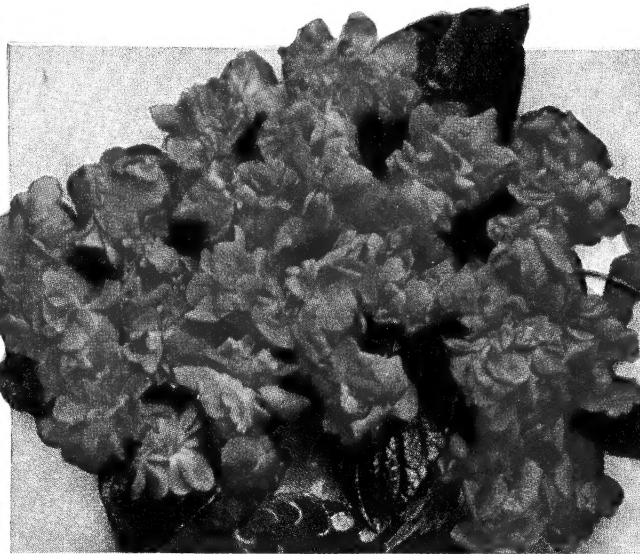
Only a very few perennial plants can be planted under trees, and excepting for Myrtle, they are practically non-flowering. Myrtle, we do not recommend, as it becomes a distinct nuisance. But if you want a good ground cover to plant under trees, where other flowers will not do well, plant Spurge.

Other perennials that will grow under trees are Primroses and Astilbe, but see that they get fertility, and do not plant closer than 6 feet from the tree trunks.

And, some flowers can do their best only with the fullest amount of sun. In particular these are Delphiniums, Trollius, Carnations, Shasta Daisies, Heliopsis, Canterbury Bells, Scabiosa, Hollyhocks, Foxgloves, Aquilegias and Cannas.

(Continued on page 6)

## Violets - Pretty and Popular

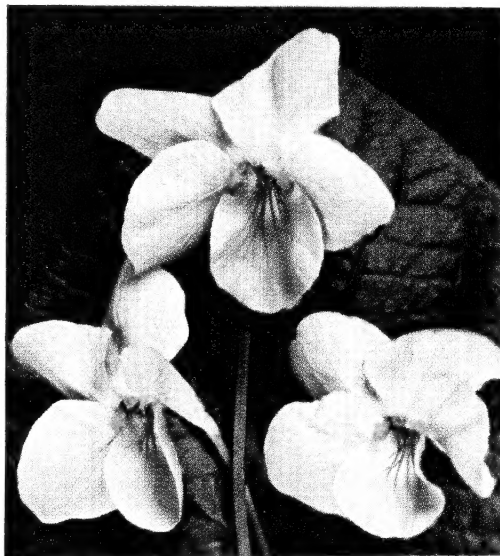


These pretty little flowers are the favorites of many flower lovers. Not only pretty but delightfully fragrant. These Violets will please you.

### Double Russian Violets

Pick a small bouquet of Double Russian Violets, put them in a vase, and wait. It won't be long until everyone is exclaiming in delight at the wonderful aroma, for there are no flowers more richly fragrant. Why not grow your own? All flowers double; bloom early spring and sometimes in the fall; long stems, 6 to 8 inches. **PRICES:** 1 for 65c; 2 for \$1.15; 3 for \$1.65; 4 for \$2.15; 6 for \$3.15. Plants out of 2-inch pots.

*How to  
Perfume  
a Whole  
Room!*



See Violet Special—Also Left

### White Wonder

Large, white, pretty, and popular. Blossoms about  $\frac{3}{4}$  of an inch across or even larger. 4- to 6-inch stems. Dense beautiful foliage. Good ground cover. Field-grown.

1 - \$0.45	4 - \$1.35
2 - .75	6 - 1.95
3 - 1.05	12 - 3.75

### English Violets

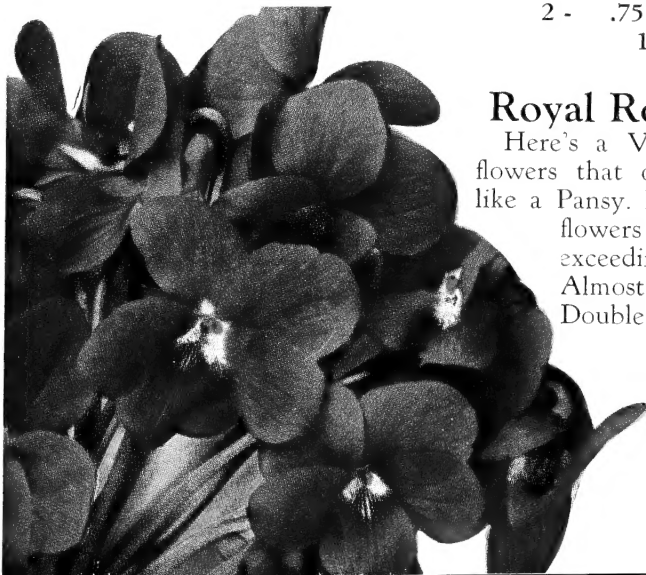
Known for their color, form, and rare fragrance. 8 inches high. Flowers deep rich purple. Field-grown.

1 - \$0.45	4 - \$1.35
2 - .75	6 - 1.95
	12 - \$3.75

### Royal Robe Violet

Here's a Violet with large flowers that open out almost like a Pansy. Both foliage and flowers are lustrous and exceedingly beautiful. Almost as fragrant as Double Russian Violets.

1 for	...\$0.50
2 for	... .85
3 for	... 1.20
4 for	... 1.55
6 for	... 2.25







## Hardy Verbena In Pink and Blue

Here is a flower of great usefulness and great beauty. Fine for covering unsightly spots, fine for rockeries. It has a creeping habit, with beautiful flowers. Foliage dark olive-green. You will like them, we know. Each head is 3 to 4 inches across. Bloom all summer and into fall.

Two colors: Beautiful rose-pink (left) and rosy blue. Choice 1 for 47c; 2 for 79c; 3 for \$1.11; 4 for \$1.43; 6 for \$2.07; 12 for \$3.99.



## Forget-Me-Not Pink Beauty

The answer to many years of patient effort by the plant hybridizers. A dainty 6 to 8 inch plant literally covered the entire season with lovely little pink Forget-me-not flowers. The lush foliage is fine at all times and the flowers are always there. Without doubt the finest thing we ever offered in the Forget-me-not family.

PRICES: 1 for 80c; 2 for \$1.45; 3 for \$2.10; 4 for \$2.75.

## Creeping Phlox

Few flowers are more beautiful in the spring than Creeping Phlox. They form beautiful carpets of color for your garden and are especially fine for rockeries.

Now we have three beautiful varieties:

**PINK EMERALD.** A new variety with more and larger foliage.

**BLUE EMERALD.** Beautiful rosy blue, really deeper in shade than shown at lower left.

**SUMMER SNOW.** (Left). A beautiful blanket of white.

1 for 40c; 2 for 65c; 3 for 90c; 4 for \$1.15; 6 for \$1.65.

“Red”, White  
and “Blue”

## Special

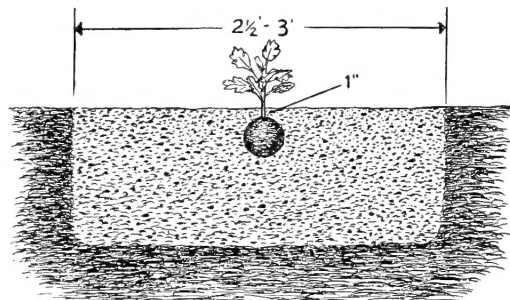
4 of each color, total value \$3.30 for 12.

Special Price **\$3.09**

[6]

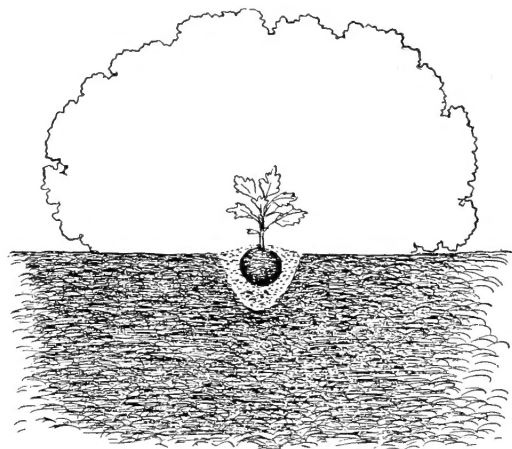
## Soil Preparation

**I**N preparing the soil, remember that plants need room. You cannot have a good garden if you set plants tightly together, or if you prepare holes barely large enough to accommodate them. For proper aeration, prepare a piece of ground much larger than needed. Of course, this advice seems hardly necessary, as most people plant in gardens where a piece of soil embracing many square feet will be prepared. But, still we must say this: do not plant your flowers too closely together. If you have a dozen plants, prepare for a dozen, and not only for four or five.



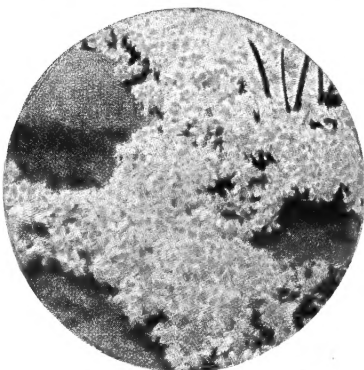
A space 2½ to 3 feet across is none too large for an Azaleamum, for Azaleamums spread to large size and they need room. The ball of earth on an Azaleamum plant should be about 1 inch under the soil's surface.

And, we mean room to grow underground, as well as above. Azaleamums come to size and form by means of stolons that reach out from the mother plant, below the ground, and from which new shoots appear. If you prepare a piece of ground only six or eight inches across for your Azaleamum, because the plant is small in the beginning, how on earth can you expect that you can have a large plant in September?



The Azaleamum above is wrongly planted. Note the small hole, with no room for the roots to spread. The ghost line shows what you want.

If your are planting in a border, the plants may be placed as closely as 12 to 15 inches apart, for solid effect, but the strip of soil prepared should still be at least two feet wide, and 2½ feet to 3 feet is better.



Pink Emerald

Summer Snow

Blue Emerald



## Depth for Soil Preparation

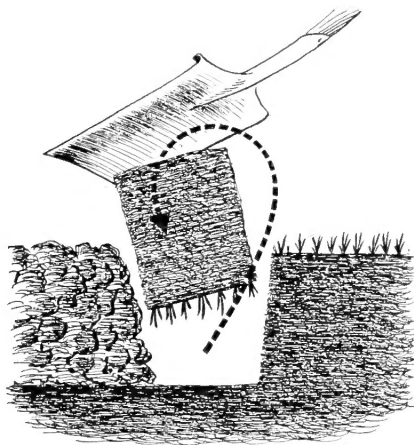
**A**ZALEAMUMS are shallow-rooted, and therefore thrive in shallow soil. Actually, they can, if the soil is neutrally loose, open and porous. But, if it is not, then prepare 10 to 12 inches deep, at least. This deep preparation will help you to supply that drainage that we talk so much about.

The same rule applies to other flowering plants. Perhaps they can do well in shallow soil, but you as a gardener, do not care to dig one depth here and another depth there, so why not dig deeply for all?

The only place you should use shallow soil preparation is where there are stones, hard-pan, or other impediments just beneath the soil, which prevent you from doing anything else. And there confine yourself to flowers that can do well with shallow soil preparation.

The best depth for soil preparation is normally 10 to 12 inches. This will accommodate any perennial plants you care to set.

Flowers that do not require deep soil are Azaleamums, Astilbe, Windflowers, Violets, Verbenas and Spurge. If you can prepare soil seven inches deep for these, they will usually do very well.



**WHEN YOU PREPARE YOUR GARDEN,** use a spade or shovel, and turn the soil over well; and mix it and loosen it thoroughly. As long as there are lumps still in the soil, it has not been really well prepared. Picture above shows how each spadeful of soil should be turned completely upside down, then dropped back into position.

## Fertilizing

**F**IRST, what fertilizers are good for Azaleamums and other perennials? Usually, well-rotted stable manure or cow manure is best. Leave the hot fertilizers alone—such as sheep manure, and hen manure, especially hen manure. Pig manure may be weedy, but can be used with judgment. It is not quite so likely to be hot, as sheep manure, but use more moderately than cow or stable manure.

(Continued on page 8)



## Surprise Rock Garden

Beauty that rollicks and frolics among the rocks. Ten choice plants for only \$2.35. Would cost you \$3.00 to \$4.00 if bought by variety. All varieties are ideally suited for rock garden planting. Long blooming period and brilliant spread of color. At least five different kinds, labeled. And the more you buy, the cheaper you buy them. **PRICES:** Field-grown plants, 5 for \$1.19; 10 for \$2.39; 20 for \$4.63.

## Primroses.. Now By Color

Now you may have your choice of red, yellow, or white Primroses. Colors you receive may not be exactly like the flowers shown below, as we have various types of each color, but they will be similar. You can't afford to be without Primroses in your garden. They are so lovely and charming. Grow about 6 inches high; like moist soil; semi-shade. Bloom in May and June.



**PRICES:** 1 for 71c; 2 for \$1.26; 3 for \$1.72; 4 for \$2.37; 6 for \$3.48.

**Special!**

3 plants of each color, total 9, value \$4.95.

Special Price \$4.69





## 7 Beautiful Colors of Tuberous Begonias

Beautiful flowers for moist, shady spots—just as beautiful and as large as the pictures above. Are started from tubers; can be grown easily in the garden or potted, and will give you an amazing abundance of blooms. 7 to 10 inches high. Bloom July to September. Plant in semi-shade, ordinary soil, water well. Colors: Scarlet, Yellow, Copper, Rose, White, Salmon, Crimson. Two types (A and B shown above) and all seven colors in each type. State type and color wanted. 1 for 30c; 2 for 53c; 3 for 75c; 4 for \$1.00; 6 for \$1.43; 7 for \$1.65.

**Bargain!**

**10 for \$1.59**

This way you save money with a brilliant display. You get 10 fine bulbs, various colors and types. 10 for \$1.59; 20 for \$2.99.

## Don't Forget Your Bonus Plants

We can handle orders over \$5.00 nearly as cheaply as smaller orders—we share the saving with you by a fine bonus plan. See page 32A.

**R. M. Kellogg Company  
Three Rivers, Michigan**

## Kellogg's Famous Flowers

Milorganite and other treated sewage are also good. Commercial fertilizers are usually a very satisfactory substitute for stable manure, if the manure cannot be obtained.

The formula for Azaleamums and most flowering plants would be 4-8-4, or 4-6-4 or similarly proportioned fertilizers.

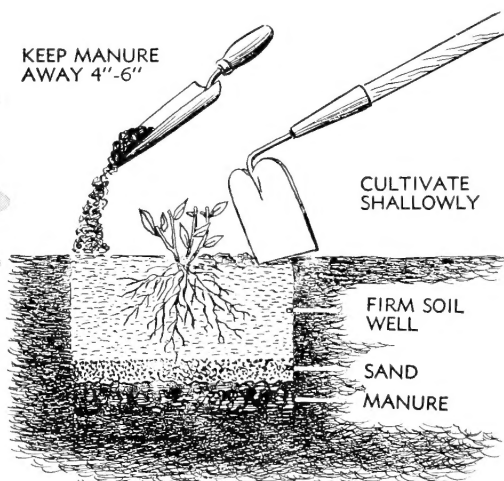
Bone meal, though too slow for some flowers, is excellent for Azaleamums, if used at planting time. Since Azaleamums do not bloom until late summer, the good in bone meal will be available at just about the right time for flowering. In general, bone meal applied soon after planting is a good fertilizer for plants which bloom in late summer or early fall.

## How to Use Fertilizer

**M**ETHODS of applying fertilizer are as follows:

(1). Dig the hole for your flower three to four inches deeper than required, then put a layer of stable manure or cow manure at the bottom, add an inch layer of sand, and then fill in the rest of your pulverized soil. This method supplies drainage at the same time you prepare your soil. It is for animal fertilizers only, however, not so good for commercial fertilizers and bone meal.

(2). Any of the fertilizers mentioned above previously, excepting perhaps the pig manure, can be mixed with the soil. One good thing about this is that in mixing the fertilizer with the soil, you are at the same time pulverizing it well, and thereby doubling your chances for prize-winning flowers.



(3). Fertilizer can be applied after planting. The sooner the better, and keep it away from the plant—five or six inches away, then work into the soil by shallow hoeing. A smaller hoe than that shown would be better. Try to hold the hoe blade parallel to the soil's surface for best results.

## Fertilizer Warning

**D**O not ever place fresh animal fertilizers in pure and direct contact with the plant roots. Even well-rotted manures should be



well mixed with soil before being allowed next to the roots. Many people ruin their plants by being over-zealous in this regard. Do not ever place pure manure in the bottom of the planting hole, then the plant next, with no separating material. Mix it, or better, separate it with a layer of sand or soil. You are safe if you use one of the just mentioned methods.

## Amounts of Fertilizer

**S**OME flowers need lots of fertilizer, and some sicken with too much, therefore, it is well for you to know how much to use.

Flowers that like lots of fertilizer are: Delphiniums, Trollius, Bleeding Hearts, Windflowers, Violets, Violas, Foxgloves and Canterbury Bells. There are others, of course, but these are the chief ones.

Delphiniums definitely like lots of fertilizer, and the more you use, the more chance you have of raising tall, beautiful, prize-winning spikes.

The following flowers get along with only moderate amounts, but also respond to heavy applications: Shasta Daisies, Astilbe, Heliopsis, Gaillardia, Blue Bonnet, Verbena, Forget-Me-Nots, Aquilegias, Phlox, Azaleamums and the Little Bo-Peep Rose.

Primroses definitely require moderate fertilizing. Do not fertilize them too heavily.

Hollyhocks and Day Lilies can be injured by too much fertilizer.

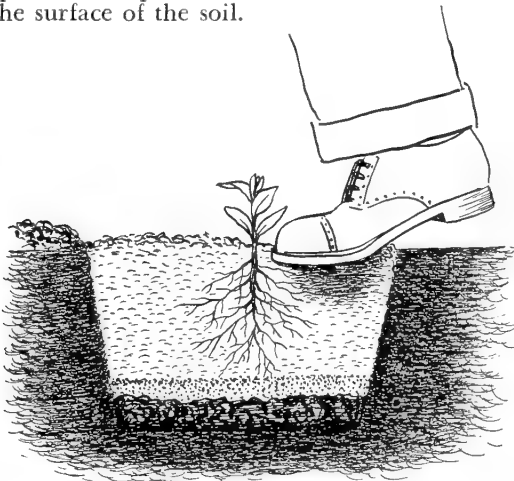
## Peat Moss

**T**HIS is not a fertilizer, but can be used with excellent results as a soil conditioner. Work well into the soil. It will help loosen it, and will also help to retain moisture around the roots, just where it is needed. It does help "unlock" fertilizer already present, and so although it is not a fertilizer, as just stated, it does seem to act like one. Do not apply peat moss on top of the soil, as it pulls moisture from the soil and prevents its benefiting the plants.

## How to Plant

**M**OST perennial plants are furnished to you either with bare roots, or pot-grown, with a ball of earth on the roots. Planting methods are different, of course.

In spring, we supply Azaleamum plants out of 2-inch pots, and oversize plants out of 3-inch pots. In planting either, place the top of the ball of earth about one inch under the surface of the soil.



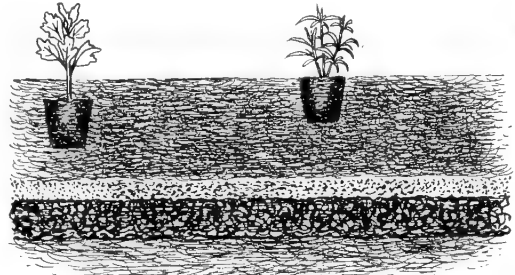
**THIS BRINGS IT INTO CLOSE CONTACT WITH THE ROOTS,** causing water to rise by capillary attraction. Thus the plants get a quick and vigorous start.

Then, press that soil firm, and here is an important point; gentle "love-patting" with your hands is not enough to firm the soil. You need real pressure, and the best way to give sufficient pressure is to press the soil all around the plant with your feet, getting the weight of your body into the job.

We hear a lot about the "green thumb." People who have a "green thumb" seem able to get anything to grow, but we wonder if a better expression would not be "green feet," because we consider this firming of the soil so important, and are opposed to the use of the hand, and much in favor of using the feet. Be firm with your plants when they are young, and they will grow into healthy, vigorous adults with character.

Other plants supplied out of pots in the spring are. Windflowers, Verbenas, Violets and Little Bo-Peep Roses.

In the case of Little Bo-Peep Rose, follow the same instructions as for Azaleamums, on page 10, planting the top of the ball of earth about one inch under the surface.



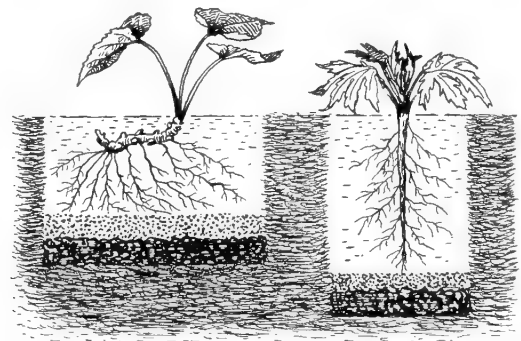
**THE PLANT AT THE LEFT** is an Azaleamum. Note that the ball of earth is about 1 inch under the soil's surface after planting. Other plants that are similarly planted are given in the text.

The plant at the right is a Carnation, and the top of the ball of earth is just level with the soil's surface. See text for others.

In the case of Windflowers, Verbenas and Violets, the top of the little ball of earth should be just about level with the soil's surface.

## Bare-Rooted Plants

Most plants are supplied with bare roots. For these prepare the hole large enough that the roots can be well spread in planting. As to planting depth, a good general rule is to plant about  $\frac{1}{4}$  inch deeper than the plant grew in the nursery, so that when the soil settles after planting, it will be just about the right depth. Usually, you can see where the soil level was in the nursery, due to the discoloration. There will be a definite mark, like that old familiar "ring around the bathtub."



Some plants that should be set as above—the crown just barely under the surface of the soil are: Delphiniums, Trollius, Shasta Daisies, Astilbes, Helopsis, Aquilegias, Hollyhocks, Hibiscus and Phlox. However, do not place crown more than one inch below soil surface.

(Continued on page 15)

# You'll Buy These Bargains Bye and



## Anchusa Myosotidiflora 2 for 85c

Pretty little blue flowers which give myriads of blooms during May and June. Color and shape about like Forget-Me-Nots. Grows about 12 in. high. Very hardy; likes shade or semi-shade. Plant 12 in. apart. **PRICES:** Field-grown, 1 for 50c; 2 for 85c.



## Baby's Breath 2 for 69c

**CREeping TYPE.** (*Gypsophila repens rosea*.) Showers of pink blossoms in July and August. Creeping habit. Grows 4 inches high.

**TALL-GROWING TYPE.** (*Gypsophila paniculata*.) White. Grows 2 to 3 feet high. **PRICES:** Either kind, 2 for 69c; 4 for \$1.23; 6 for \$1.92.



Carpathian Harebell



## Anthemis Tinctoria

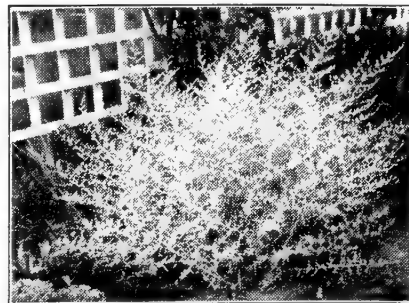
3 for 87c

(Hardy Marguerite). A handsome flower. Beautiful golden yellow. Blooms all summer. Handsome fern-like foliage. Grows 2 feet high. Makes an excellent cut flower. **PRICES:** Field-grown, 1 for 39c; 2 for 63c; 4 for \$1.11; 6 for \$1.59.



## 6 Aquilegias \$1.69

(Columbine). Long-spurred, large, well formed. Hybrids; no color choice, but sufficient quantity will include reds, pinks, blues, purples, whites, yellows and bi-colors. Blooms May and June. Hardy. Plant 12 to 15 inches apart. **PRICES:** Field-grown, 1 for 41c; 2 for 67c; 3 for 93c; 6 for \$1.69.



## 2 Artemisia 79c

(Silver King). Looks as if dusted with silver. Fine background for lower plants of brilliant color. Grows 2 to 3 feet high, spread 18 inches or more. Plant 18 inches apart; ordinary soil; ordinary moisture; sun or shade. **PRICES:** Field-grown, 1 for 47c; 2 for 79c; 3 for \$1.11; 6 for \$2.07.

Pick Out a Bonus  
for Yourself—See  
page 32A

## Bleeding Hearts



### Old Fashioned Type

(*Dicentra spectabilis*.) Truly, heart-shaped flowers with pendulants like little drops of blood. Grow about 24 inches high, may spread 2 to 3 feet when full grown. Bloom during May. **PRICES:** 3- to 5-eye divisions: 1 for 75c; 2 for \$1.35; 4 for \$2.55.



### Plumy Type

(*Dicentra eximia*.) Beautiful dwarf variety with rosy red flowers. Particularly fine fernlike foliage. Blooms all summer. Grows lower than the old-fashioned Bleeding Heart. **PRICES:** Plumy type: 1 for 60c; 2 for \$1.05; 3 for \$1.50; 4 for \$1.95; 6 for \$2.85.



## 4 Canterbury Bells \$1.23

**Double** (*Campanula calycanthema*, Cup and Saucer). Flowers double as shown. Produced in masses on tall 2- to 4-ft. stems. You may choose colors: Blue, Rose, Lilac, and White. Plant early for bloom this year. Prices below.

**Single.** Same color range as double variety and are identical except for the single flower. **Prices:** Field-grown, Single or Double, 1 for 42c; 2 for 69c; 3 for 95c; 4 for \$1.23; 6 for \$1.79.

## 6 Carpathian Harebell \$2.07

(*Campanula carpatica*.) Pretty little blue flower that grows upright and dainty on rigid little stems. Grows 12 to 15 inches high. Crinkled, deep green, lustrous foliage. Good for borders or rockery. Blooms all summer. Plant 15 inches apart. **PRICES:** 1 for 47c; 2 for 79c; 4 for \$1.13; 6 for \$2.07.



## 6 Coreopsis \$1.65

**Double Sunburst.** Pure yellow flowers. June to frost. Grows 2 to 3 feet high, 18 inch spread. Very hardy. Mulch in winter. Plant 15 inches apart in any soil; ordinary moisture; full sun. Field-grown. **PRICES:** 2 for 65c; 4 for \$1.15; 6 for \$1.65.

R. M. Kellogg Company  
Three Rivers, Mich.

# Bye -- So Why Not Do it Now!



## 5 Cannas \$1.15

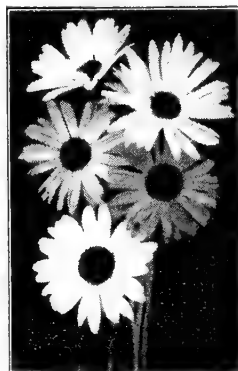
Brilliant coloring, beautiful foliage. High-grade, healthy roots. Bloom July and August. Grow 3 to 6 feet high. Colors: Pink, Yellow, Red, Orange, Two-tone (red and yellow). Prices:

We choose colors, 5 for 89c; 10 for \$1.69. You choose colors, 1 for 35c; 2 for 55c; 3 for 75c; 4 for 95c; 5 for \$1.15.



## Hardy Carnations 4 for \$1.08

Carnations are fine garden flowers, and fine for bouquets, even for corsages. Grow your own, right in your own garden. Order this group and save money. Colors are, red, pink, white, yellow, and you get all colors if you order 4 or more. 2 for 69c; 3 for 95c; 4 for \$1.08; 6 for \$1.77.



## 6 Painted Daisies \$1.77

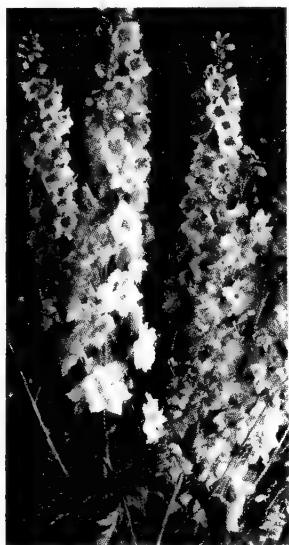
(Pyrethrum.) Select hybrids in mixed colors only—range from red to light pink and white. Grow 2 to 3 feet high. Bloom May and June. Plant 12 to 15 inches apart; good soil; sun or part shade. Fine for borders or backgrounds. PRICES: 2 for 69c; 3 for 95c; 4 for \$1.08; 6 for \$1.77.



## 2 Double Painted Daisies \$1.27

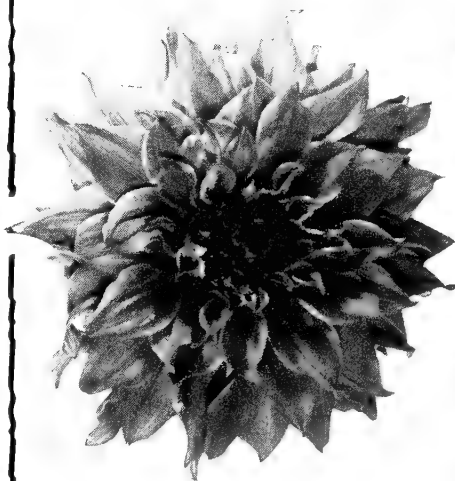
Famous Buckeye. Now we offer this exceedingly beautiful variety of Double Painted Daisy in rich, dark red at bargain prices. Note the beautiful form and imagine it in beautiful burgundy-wine coloring. Grows 24 to 30 inches. Lots of flowers. PRICES: 2 for \$1.27; 3 for \$1.83; 4 for \$2.39; 6 for \$3.50.

We Pay Shipping Charges—See page 16



## Tall Growing Delphiniums

There are 4 for \$1.00 no dwarfs in this group. All are fine, stately tall and handsome varieties in a mixture of colors such as dark blue, light blue, deep purple, and lavender. Varieties such as Hollyhock strain, Wrexham hybrids, and other high-grade, tall-growing sorts. Mixed colors only, no color choice. PRICES: 4 for \$1.00; 8 for \$1.85; 9 for \$2.06; 12 for \$2.70.



## 10 Dahlias

Gorgeous Dahlias—all \$1.69 large flowering varieties—no miniatures, seedlings or Ponipons. Flowers are 4 to 8 inches across and create a splendid display. Mixture will include a variety of colors such as red, white, pink and yellow in various beautiful shades. We cannot advise or guarantee colors, as roots are selected in mixed fashion. However, the more you order, the greater variety of colors you receive. PRICES: 10 for \$1.69; 20 for \$3.23.



Sweet Autumn

## Clematis 2 for \$1.29

A very graceful climber with myriads of minute white blooms, and a rare and delightful fragrance. Blooms during September. Planting distance 8 feet. PRICES: 1 for 72c; 2 for \$1.29; 4 for \$2.43.



## Cupid's Dart

Catananche, 4 for \$1.15 also known as Love Plant. Beautiful both as to flowers and foliage. Leaves are hoary and pointed. Flowers are brilliant blue with an everlasting quality that makes them suitable for winter bouquets. Blooms during July and August. Requires ordinary, well drained soil; sun.

PRICES: 2 for 65c; 4 for \$1.15; 6 for \$1.65.

R. M. Kellogg Co., Three Rivers, Mich.



# A Continued Story



## Gaillardia Goblin

Brilliantly colored, and grows low like an Azaleamum. Red and yellow flowers, each about 2½ inches across. Grows about 15 inches high. Blooms July to September. Plant 12 inches apart, well drained soil, sun, ordinary moisture. **PRICES:** 1 for 45c; 2 for 75c; 3 for \$1.00.



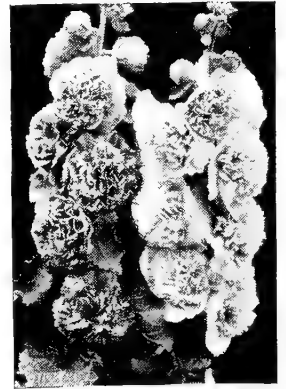
## Gaillardia Grandiflora 4 for \$1.15

(Blanket Flower). Grows 10 to 18 inches high. Flowers orange-yellow with red centers. Conspicuous for profusion and duration of flowers. Bloom all summer and late into fall. Amazing in beds or borders. Fine for cut flowers. **PRICES:** 2 for 65c; 3 for 90c; 4 for \$1.15; 6 for \$1.65.



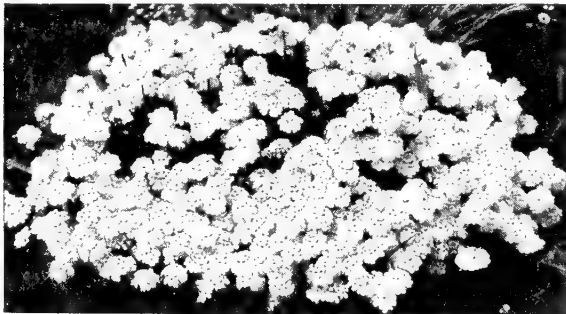
## 2 Hibiscus

(Mallow). A giant, 2- to 4-ft. perennial. Showy blooms July-August. Mixed colors only. Plant 24 to 30 inches apart in ordinary soil; ordinary moisture; sun or part shade. Cut back to the ground each spring. **PRICES:** 1 for 45c; 2 for 75c; 3 for \$1.05; 4 for \$1.35.



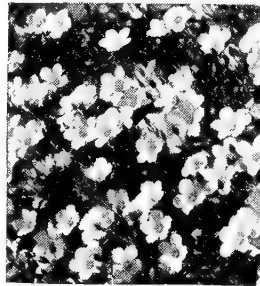
## Double Hollyhocks

(Althea Rosea). All doubles. Hardy, easily grown, mammoth-flowering; beautiful! Bloom June and July. Colors, your choice: red, pink, lilac, orange, and yellow. **PRICES:** 2 for 75c; 3 for \$1.05; 4 for \$1.35; 5 for \$1.69; 10 for \$3.19.



(Spanish Evergreen.) This pretty flowering perennial remains evergreen all winter. Pink or white, choice. Blooms May-June. 9 to 12 inches tall. Plant 12 inches apart; ordinary soil and moisture. **PRICES:** 2 for 65c; 3 for 89c; 4 for \$1.15; 6 for \$1.65.

## 3 Iberis 89c



## 4 Blue Flax

(Linum perenne). Flowers that bring a bit of clear blue sky down to you. Each day brings forth new blooms. 18 inches high. Blooms in August. Foliage distinctly bluish. **PRICES:** 2 for 61c; 4 for \$1.07.

**\$1.07**

## Lythrum 3 for 89c

(Rosea superbum). An excellent background plant, with flowers borne on tall spikes. Flowers deep pink in coloring. Very hardy. Withstands unfavorable conditions, but likes a moist sunny spot. **PRICES:** 2 for 65c; 4 for \$1.15; 6 for \$1.65.

**R. M. Kellogg  
Company,  
Three Rivers  
Michigan**



## 6 Midget Hedge \$1.65

Fine for low hedges, borders. May be sheared up to 12 inches high. Dense glossy green foliage. Lavender-pink flowers. Not evergreen, but resumes full leaf each season. **PRICES:** 2 for 69c; 3 for 95c; 6 for \$1.65; 10 for \$2.45; 50 for \$11.65; 100 for \$22.98.

A Bonus—A Bonus—See page 32!

## Glad Mixture 100 for \$1.69

These are No. 4 size bulbs, that will give a very fine bloom the first year, and

will be still blooming 4 to 5 years later. Big variety of colors, such as red, yellow, white, pink, violet and variegated light and dark shades. Ruffled, plain petaled, and big flowering varieties. Bulbs will be varieties of our choice, unlabeled, high-grade varieties guaranteed. At least 10 different varieties.

**PRICES:**  
60 for \$1.10  
100 for 1.69  
200 for 3.25  
300 for 3.79



# of Money Saved

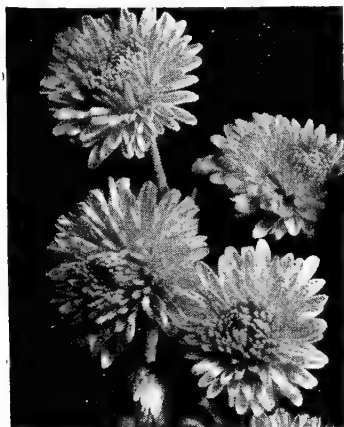


Pompon Mums

## Pompon Mums

Just think, Mums for less than 25c each if you order eight. And, they are all fine varieties, in a beautiful variety of colors, such as yellow, red, pink and white. Mixed colors only. These are the delightful fall-flowering Pompon varieties. **PRICES:** Mixed colors, 2 for 69c; 4 for \$1.23; 8 for \$2.29.

A Bonus—Opposite page 32



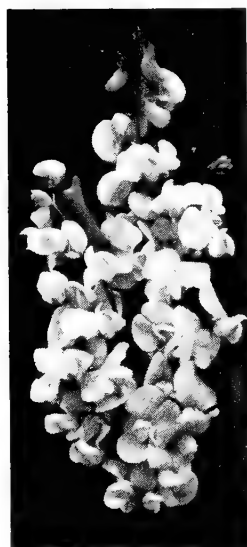
Large Mums

## 4 Large Flowering Mums \$1.25

You need Mums in your fall garden. These are all large-flowering varieties, in various colors such as pink, yellow, white and others. Colors our choice.

**PRICES:** 2 for 71c; 3 for \$1.00; 4 for \$1.25; 8 for \$2.35.

We Pay Shipping Charges  
See page 16



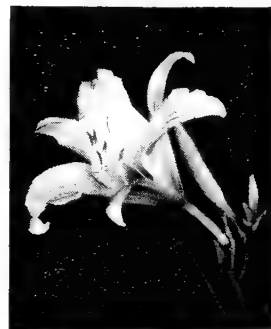
## Perennial Pea 3 for 83c

Bloom in June and July; climb any support. Hardy. Plant 2½ to 3 feet apart in ordinary non-acid soil (avoid peat moss); ordinary non-acid soil full sun. Choose colors: red, pink and white. **PRICES:** 2 for 61c; 3 for 83c; 4 for \$1.07; 6 for \$1.35.



## 3 Veronicas

**VERONICA \$1.11**  
*subsessilis.* (Left.) Flower spikes like pretty kitten tails dipped in rich blue ink. Two feet high. Bloom in August. Hardy. Plant 12 in. apart. **Prices below.**  
**VERONICA incana rosea.** Pretty pink flowers in spikes. Silvery gray foliage. Grows 12 inches high. Blooms July and August. Plant 8 inches apart. **PRICES** both types: 2 for 79c; 3 for \$1.11; 6 for \$2.07.



## Day Lilies 3 for \$1.11

## Violets 3 for 95c

Frarance and beauty, beautiful foliage. Same high-grade plants as shown on page 5 but we select varieties. Probably at least one white will be included—a real bargain offer.

**PRICES:** 3 for 95c; 4 for \$1.23.



## 5 Roses \$4.59

All high-grade, two-year plants, budded on Japanese Multiflora roots. All healthy and vigorous. Same high-grade Roses as those on pages 46 and 47, but we choose varieties. Each will be a different variety and color, such as red, dark pink, light pink, white, yellow, two-tone. Not labeled. **PRICES:** 5 for \$4.59; 10 for \$8.99.

A cheap price for very high grade plants. Reason: we have way too many and want to clear our fields. Take advantage of our bad luck. Get a real money-saver. We'll send you a mixture of light yellow, dark yellow and orange. All strong, healthy. **PRICES:** 2 for 79c; 3 for \$1.11; 6 for \$2.07.

R. M. Kellogg Company, Three Rivers, Mich.

# Still Saving!



## 10 Rockery Plants \$1.97

Just a few stones well arranged, with a background—that's all you need for a rockery, and here are the plants to go in it—bargain plants. We can't say what they will be, as we select from our surpluses, but we'll give you better than your money's worth, and at least 10 different varieties.

PRICES: 5 for \$1.10; 10 for \$1.97; 20 for \$3.79.



## Windflowers 2 for \$1.15

Dainty and winsome, and now offered at a real saving. Bloom from September to November. You choose colors: pink, white or red. PRICES: 1 for 65c; 2 for \$1.15; 3 for \$1.65; 6 for \$2.15. Strong pot-grown plants with ball of earth on roots.

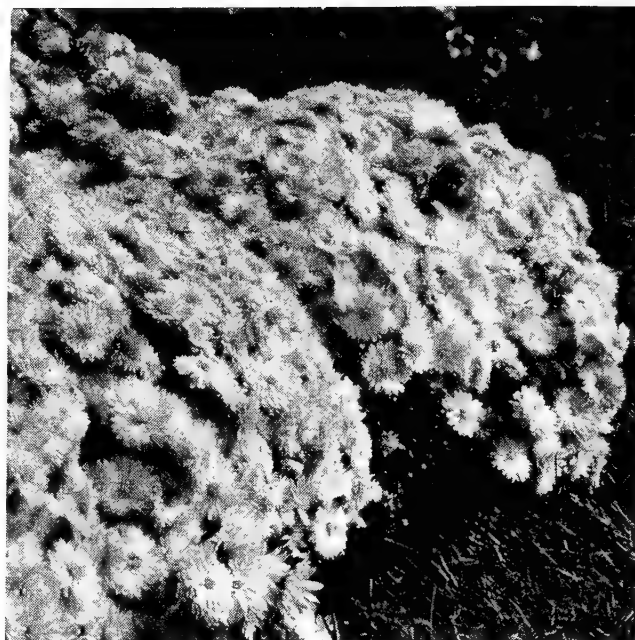


## Spurge

The plant that grows anywhere; strong, lustrous, beautiful. Best of all ground covers. Grows 8 to 12 inches high. Plant 8 inches apart anywhere. PRICES: 2 for 61c; 4 for \$1.07; 6 for \$1.53; 12 for \$2.89.



R. M. Kellogg Co., Three Rivers Mich. See page 7 for Primroses by color.



## 10 Azaleamums \$3.35

Trade Mark Registered

Tell your friends about this bargain, and don't forget to order for yourself, too. By ordering these varieties, you can have Azaleamums in your garden at less than 34c each. Each plant is hardy, and will produce hundreds of blooms. Blooms start to appear in August, sometimes July, and the plant arrives at its best in September and early October; a beautiful display. Varieties as follows:

**CAMEO QUEEN**  
Pink

**MAGIC WHITE**  
(Pl. Pat. 204.)  
White with Faint  
Yellow Centers

**SANTA CLAUS**  
Deep Red Blossoms  
Yellow Centers

**BRONZE BEAUTY**  
(Pl. Pat. 205)  
Changing Shades of  
Beautiful Bronze

**GOLDEN WONDER**  
(Pl. Pat. 368)  
Bright  
Golden Yellow

PRICES: 1 for 47c; 2 for 79c; 3 for \$1.11; 4 for \$1.43; 5 for \$1.75; 6 for \$2.07; 10 for \$3.35; 12 for \$3.99.

## 4 Primroses

Darling little flowers that greet you with fresh spirited and beautiful colors in spring. A long-time favorite. Grow 6 to 8 inches tall with similar spread. Like moisture. Rich soil. Mixed colors only, such as yellow, red and white in various shades.

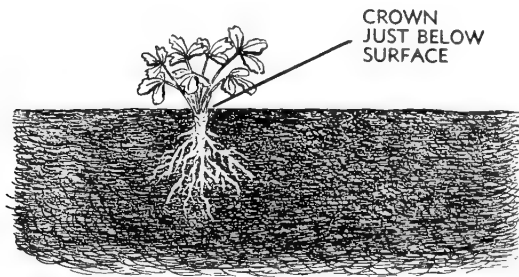
PRICES: 2 for 79c; 4 for \$1.43; 6 for \$2.07; 8 for \$2.69.



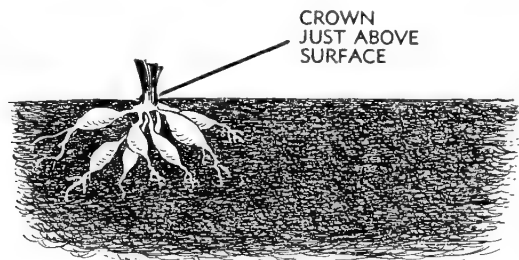
## 6 Creeping Phlox \$1.27

Worth more, but we have plenty, so here's a bargain. Mixture of "Blue", Pink, White, our choice. PRICES: 3 for 69c; 6 for \$1.27.





Spurge also should be planted very shallowly, but this is a different type of plant than the others. The stolons should be layered horizontally under the surface.



Again there are some plants that should be set with the crown just above the soil's surface, as shown above. Plants that should be so set are Gaillardias, Blue Bonnets, Primulas, Violets, if bare-rooted, Violas, Foxgloves, Canterbury Bells, Day Lilies and others.

Shallow planting for the flowers named above keeps the crowns from drying out. Should the crown be exposed, it would wither, and the plant would most likely die.

## Plant These with Crown Above

There are, however, some plants that should be planted with the crown a little above the soil. This is because the sand, getting into the crown, would cause stem-rot, and other diseases of deterioration. Plant Gaillardias, Blue Bonnets, Primula, Violets (if bare-rooted), Violas, Foxgloves, Canterbury Bells and Day Lilies with the crowns slightly above the soil.

## Time to Plant

Azaleamums and many other flowers can be planted either spring or fall, and it is largely a matter of preference as to which season suits you. But, you will order yours for spring planting, because this is a spring book that you are reading, and so it is not necessary to go into further detail.

There is one warning about Azaleamums and other potted plants—do not plant them too early. Being out of pots, from the greenhouse, they are somewhat tender, and their tops cannot withstand the frost and night freezes that may occur with early planting. In the North, such states as Indiana, Ohio, Illinois and Michigan, usually early May is good planting time; earlier in the South.

If plants should arrive too early, due to unforeseen fluctuations in the weather, it is easy to keep them until the weather becomes right. Keep soil around the roots moist. Dip the ball of earth momentarily in water, and note that word "momentarily". Two or three seconds under water is enough. A longer time may dissolve the ball of earth, and then you will have a bare-rooted plant to set. Actually, it would be wise to dip the ball of earth briefly in water this way, just before planting, in any event.

## Protecting from Unseasonable Frost

Sometimes, even when potted plants are planted at the proper time, an unseasonably late frost will occur, and then you should protect the plants. With the smaller plants, a fruit jar or tin can will do, but some prefer a newspaper weighted down at the corners, or boxes, either cardboard or wood. And, of course, there are the patented special caps for protecting plants. See Raydomes on page 21.

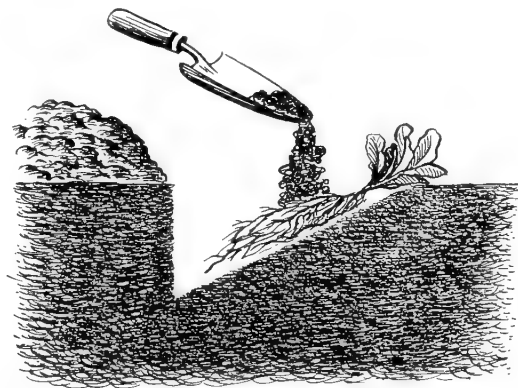
But, if such a frost occurs unexpectedly, so that you do not protect the plants, it is not at all likely that anything but the tops would be killed, and new growth will come from the roots. It is true that this would set the plants back enough even though it would not kill them.

## Shipping Time

We try to ship at your proper planting time, and usually we succeed very well. It is only when unseasonable weather occurs that you will have to protect your plants as above indicated. Correct shipping time normally covers a period of four or five weeks.

If Azaleamums and other potted plants arrive with broken tops, do not worry. They will grow anyway; the roots are the important part of the plant.

If bare-rooted plants should arrive before planting time, simply open the package and expose the tops, but leave the moss on the roots. If the moss on the roots is dry, you may water it a little, but do not wet the foliage and crowns. Too much moisture on the foliage and crowns may cause rotting, if you have to keep the plants any length of time. In any event, store in a cool, dark place.



But, the best thing to do, if you must keep the plants for some time, is to heel them in. Select a good spot well protected from sun and wind; then dig a V-shaped trench and lay the plants along the side with the crowns just even with the surface. Now, fill in with earth, and tramp it down solidly, then scatter a little loose dirt on top, or cover the soil with burlap, or some other material such as straw. The plants will keep for days and even weeks this way, and often will even be in better condition for transplanting than if planted directly from the package.

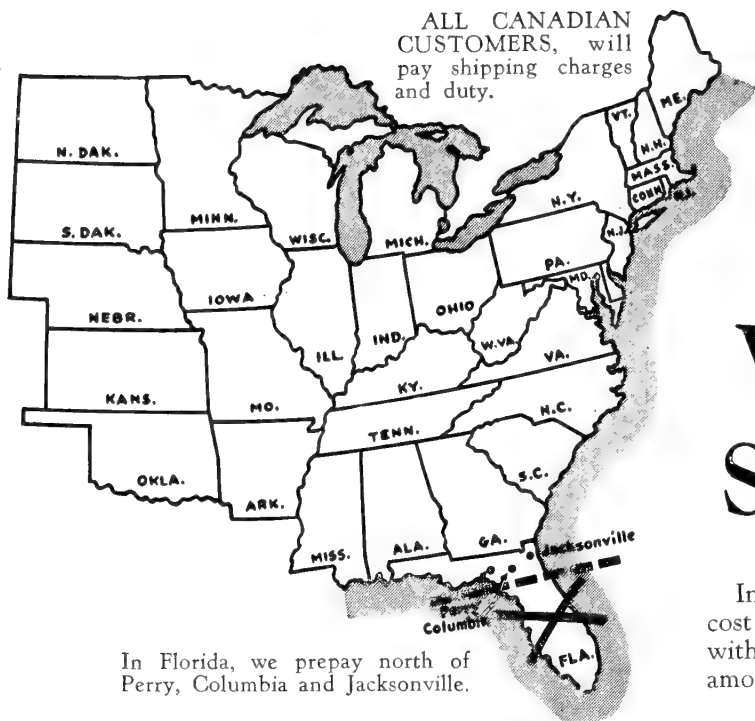
Heeling in is particularly beneficial should plants arrive dry or otherwise in poor condition. It can be used as a reviving process for such plants.

## Planting Arrangements

Actually, this is a matter of taste with most gardeners, though some prefer to plant according to a pre-arranged plan. If you really want to have fun out of gardening, do the planning yourself, as well as the planting. You may have a little clash of colors here and there, but that can be

(Continued on page 17)

ALL CANADIAN CUSTOMERS, will pay shipping charges and duty.



In Florida, we prepay north of Perry, Columbia and Jacksonville.

If You Live in  
the area mapped  
at left and if your order  
amounts to over \$4.00

## We Pay Shipping Cost

In order that you may know just what your plants will cost you, we now pay the shipping charges, if you live within territory mapped at left—providing your order amounts to \$4.00 or more.

For orders smaller than \$4.00 within the mapped area, please add 30c for postage and packing.

We reserve the right to ship by the cheapest method, unless your express office is too far from you. Please give the town in which the nearest express office to you is located (if there is none in your town) and also give the distance of such office from you. A space is provided on order blank. We will not ship express if distance is more than five miles, unless you order large trees which exceed parcel post size or weight limits.

## If You Live Farther . . . .

You will pay the shipping charges when your order is received, either to the expressman or the parcel post delivery man. Here again we ship cheapest method, but avoid express when your nearest express office is more than 5 miles from you, unless you order large items which exceed the parcel post size or weight limits.

The above rule applies only when you live outside the mapped area.

Canadian customers pay duty and shipping charges.

## When You Order . . . . .

Please write plainly and use the special order blank enclosed, if you have one. Also write your name and address on the outside envelope. These two forms are both part of our office system, and make proper handling of your order easy.

But, if you have no order blank or envelope, send your order anyway. We are always glad to have your orders, and will give you the best service, in any event.

Send money by safe means—no unregistered currency, please!

**C. O. D.'s** will be accepted, but we do not pay the shipping charges on C.O.D.'s. to any point. Better to send money in advance.

## Don't Forget Your Bonus

After you have made up your order, total it, and if it amounts to \$5.00 or more, you may increase it without further charge. See offer page 32A.

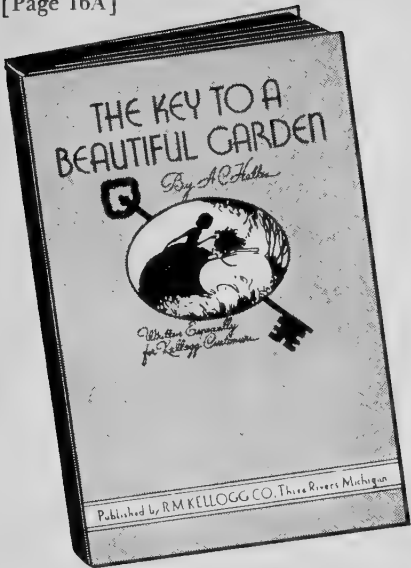
Don't overlook this point: Often customers send in orders amounting to \$4.35, \$4.50, \$4.75 or similar amounts, missing a fine extra value. Only 65c added to a \$4.35 order makes it earn bonus plants, and only 25c added to \$4.75 does the same. \$1.05 added to a \$3.95 order earns prepayment of shipping charges plus an extra dollar value in plants, etc.

**R. M. Kellogg Company**  
**Three Rivers, Michigan**

We make all adjustments promptly. We cannot, however, be responsible for more than the cost of plants, whether adjustment is asked for failure of plants, or failure to fill order, for any reason whatsoever.

### **GUARANTY**

We guarantee all Kellogg nursery stock to be of highest quality, healthy, true to name, and capable of producing fruit or flowers of exhibition quality and quantity. We also guarantee all stock to reach you in good growing condition—we will replace any that does not. Our motto is "Every Kellogg Customer a Satisfied Customer," and we will make every reasonable effort to fulfill the motto.



Former Price, \$1.00

Now  
39¢

POSTPAID

This is the book that really gives you all the information you will want or need on garden culture. Published in standard hand-book form, it would be a book of 250 pages, or more. It was written especially for us by A. C. Hottes, famous garden expert and author, at large editorial cost. No need to give an outline of what it contains, for you may order a copy now, and if not satisfied, return it to us and we will return your money including the return postage.

We have only a limited number of these books on hand, so order yours now. Use the coupon below.

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R. M. KELLOGG COMPANY  
Three Rivers Michigan

Send me "The Key to A Beautiful Garden". I enclose 39c.

Name \_\_\_\_\_

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## Gardenias

(Gardenia veitchii.) Long considered a hothouse flower, and rare; now you can grow your own beautiful ones, and have them all winter long. We supply them out of 2¼ or 3-inch pots; you then grow them outside in a sunken flower pot. In the fall you bring them in, pot and all, set them in a sunny window, and that's where they do most of their blooming. You get the benefit of their amazing fragrance and delicate beauty all winter. You can leave them on the plant, or make your own envy-provoking corsages.

**Cultural Note:** Grow Gardenias outside in sunken flower pots during summer, sunny location, plenty of water, rich garden soil, acid. To acidify, water with a solution of 1 ounce of ferrous sulphate in 2 gallons of water.

2¼-Inch Size	3-Inch Size
1 for .. \$0.90	1 for .. \$1.45
2 for .. 1.65	2 for .. 2.75
3 for .. 2.40	3 for .. 4.05
4 for .. 3.15	4 for .. 5.35
6 for .. 4.65	6 for .. 7.95

We supply 3 ounces of ferrous sulphate with each plant.

## Hardy Fuchsia Seniorita



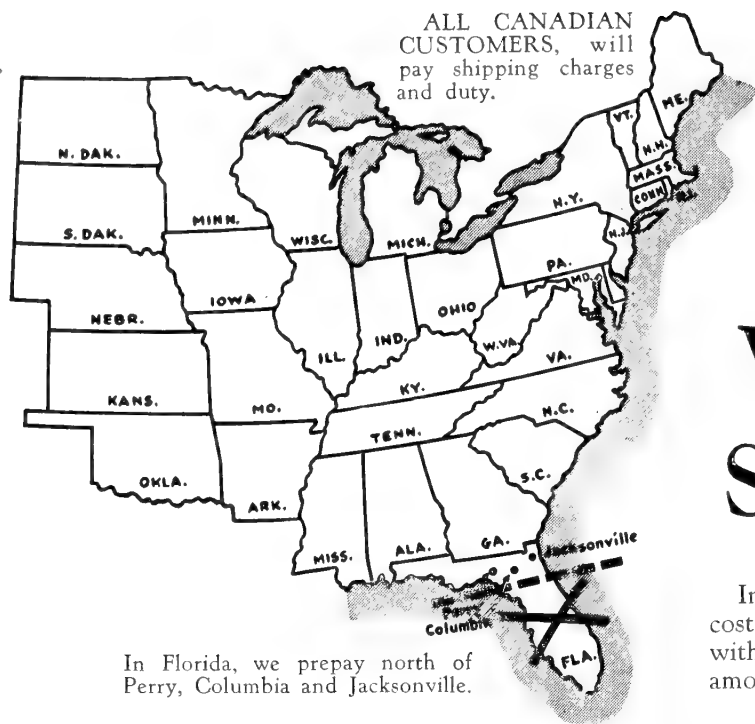
Pretty plant, pretty flower, with blooms about twice as large as those of other hardy Fuchsias. Seniorita is hardy and you can grow it in your garden. Not only will you have the beautiful, artistically drooping Fuchsia flowers, but the plant itself is beautiful in shape and foliage, and startlingly like a small delicate shrub. Foliage: holly-green, glossy and silky. Blooms from July until early fall when other flowers are scarce, with many charming flowers.

Not only hardy, but drought resistant, too. Plant about 24 inches apart, in neutral or slightly acid soil of moderate fertility. Shade preferred. Water freely. Mulch in fall before freezing.

PRICES: 2½-inch pots, 99c each; 2 for \$1.76; 4 for \$3.25.



ALL CANADIAN CUSTOMERS, will pay shipping charges and duty.



In Florida, we prepay north of Perry, Columbia and Jacksonville.

If  
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In order that you  
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## If You Live Farther . . . .

You will pay the shipping charges when your order is received, either to the expressman or the parcel post delivery man. Here again we ship cheapest method, but avoid express when your nearest express office is more than 5 miles from you, unless you order large items which exceed the parcel post size or weight limits.

The above rule applies only when you live outside the mapped area.

Canadian customers pay duty and shipping charges.

## When You Order . . . . .

Please write plainly and use the special order blank enclosed, if you have one. Also write your name and address on the outside envelope. These two forms are both part of our office system, and make proper handling of your order easy.

But, if you have no order blank or envelope, send your order anyway. We are always glad to have your orders, and will give you the best service, in any event.

Send money by safe means—no unregistered currency, please!

**C. O. D.'s** will be accepted, but we do not pay the shipping charges on C.O.D.'s. to any point. Better to send money in advance.

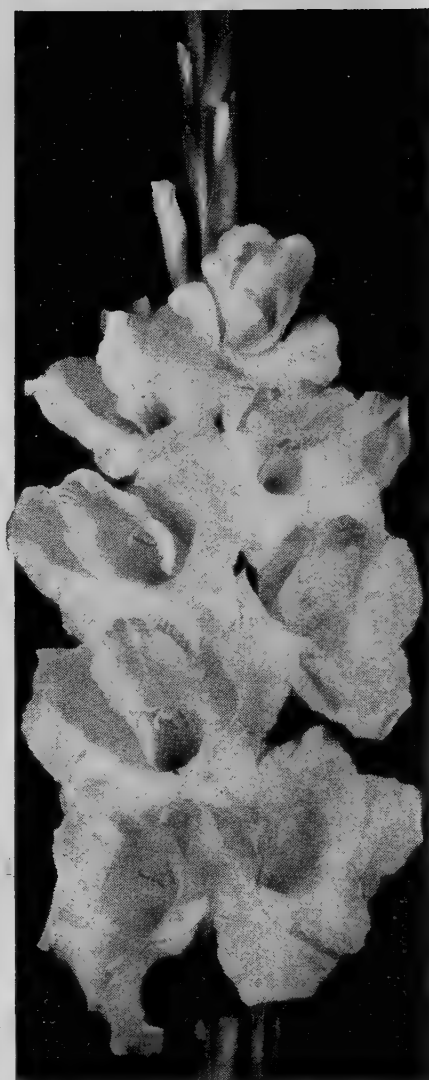
## Don't Forget Your Bonus

After you have made up your order, total it, and if it amounts to \$5.00 or more, you may increase it without further charge. See offer page 32A.

Don't overlook this point: Often customers send in orders amounting to \$4.35, \$4.50, \$4.75 or similar amounts, missing a fine extra value. Only 65c added to a \$4.35 order makes it earn bonus plants, and only 25c added to \$4.75 does the same. \$1.05 added to a \$3.95 order earns prepayment of shipping charges plus an extra dollar value in plants, etc.

**R. M. Kellogg Company**  
**Three Rivers, Michigan**

[16]



*Kellogg's Topper*

**"GLAD" COLLECTION**

All Bulbs Top Size ... No. 1 or Larger

**50 \$3.97**  
**BULBS**  
*for Only*

These bulbs are for you who want those huge, wonderful exhibition flowers the first year, like the beautiful spikes above. All are No. 1 size or larger—no smaller bulbs included. A wonderful mixture of all colors: Pink, red, yellow, lavender, purple, orange and mixed color flowers. We guarantee that you will be satisfied when you receive these bulbs or will refund your money, including return postage. **PRICES: 25 for \$2.29; 50 for \$3.97; 100 for \$7.69.**

[Page 16B]

corrected another year, and at least you have had the pleasure of working the thing out yourself. Let your garden reflect your personality, not someone else's. What good is a hobby, if you let someone else work it for you?

Azaleamums are so popular, however, that we will give a few hints about them here.

Most people like Azaleamums as "specimens", that is, far enough from other plants that they will make a nicely formed, prize-winning display. If you want a plant such as we show in the pictures, then plant well away from other plants.

Others like to plant in beds, with the plants close together, getting a closely packed "blanket" of flowers. For this effect, set Azaleamums 12 to 15 inches apart. Of course, more are required than for specimen planting.

Others like them in borders. Plant rather close together, to give a solid bank of color. In borders, most people like varieties all of one color, but again, our best advice is to plant to suit yourself.

## Cultivation and Hoeing

Azaleamums do not require much cultivation, but you can hoe for about six weeks after planting. Later, it should not be done, for then the stolons are forming underneath the soil and are close to the surface, where they will be cut by your hoe, ruining your hopes for a beautiful Azaleamum plant.

Violets and Spurge should be handled as above, but most other flowers can be cultivated for a somewhat longer period.

After you have quit hoeing, all you need do is to pull weeds.

## Summer Mulching-- Yes or No?

Many of you may try to replace hoeing with summer mulching, but if you must summer mulch, do it with extreme care. The mulching should be thin enough so that you can see the soil through it, otherwise the plant will have difficulty getting through, and may bleach and die. It is good, if done right, but it is easy to overdo. Really, it is best not to summer-mulch until after the plants are up and growing.

We are against the use of peat moss for a top-of-the-ground mulch, excepting as noted below, as it draws moisture from the soil when used on the top, and prevents its use by the plants. A peat moss mulch will definitely benefit Violets and Bleeding Hearts. For others, better leave the peat moss alone unless it is kept continually moist.

## Diseases

The best way to control diseases is to keep your garden clean. We emphasize that. You are nine steps out of ten toward a disease-free garden if you keep weeds down.

(Continued on page 19)



## Gardenias

(Gardenia veitchii.) Long considered a hothouse flower, and rare; now you can grow your own beautiful ones, and have them all winter long. We supply them out of 2 1/4 or 3-inch pots; you then grow them outside in a sunken flower pot. In the fall you bring them in, pot and all, set them in a sunny window, and that's where they do most of their blooming. You get the benefit of their amazing fragrance and delicate beauty all winter. You can leave them on the plant, or make your own envy-provoking corsages.

Cultural Note: Grow Gardenias outside in sunken flower pots during summer, sunny location, plenty of water, rich garden soil, acid. To acidify, water with a solution of 1 ounce of ferrous sulphate in 2 gallons of water.		2 1/4-Inch Size	3-Inch Size
1 for ..	\$0.90	1 for ..	\$1.45
2 for ..	1.65	2 for ..	2.75
3 for ..	2.40	3 for ..	4.05
4 for ..	3.15	4 for ..	5.35
6 for ..	4.65	6 for ..	7.95

We supply 3 ounces of ferrous sulphate with each plant.

## Hardy Fuchsia Seniorita



Pretty plant, pretty flower, with blooms about twice as large as those of other hardy Fuchsias. **Seniorita is hardy and you can grow it in your garden.** Not only will you have the beautiful, artistically drooping Fuchsia flowers, but the plant itself is beautiful in shape and foliage, and startlingly like a small delicate shrub. Foliage: holly-green, glossy and silky. Blooms from July until early fall when other flowers are scarce, with many charming flowers.

Not only hardy, but drought resistant, too. Plant about 24 inches apart, in neutral or slightly acid soil of moderate fertility. Shade preferred. Water freely. Mulch in fall before freezing.

PRICES: 2 1/2-inch pots, 99c each; 2 for \$1.76; 4 for \$3.25.

# Kellogg's New Beauty-Mums



Betty Lou



Sweet Mystery



Yellow Fellow

Newly bred by our own breeder. You'll be pleased with every one of these garden charmers.

**BETTY LOU.** (Above.) White that's bright and clean and pure—with a modest little touch of charming yellow in the center. Flowers nearly 3 inches across.

**SWEET MYSTERY.** (Above.) You will love this irresistible charmer. There is a mysterious pink throughout the white flower, so delicate and elusive it can hardly be seen, yet there. Blooms 3 to 4 inches across. Vigorous and healthy.

**YELLOW FELLOW.** (Lower left.) He's big, he's bright, and very bold, like yellow silk or flashing gold. Yes, the brightest of the lot—a good rich yellow, really rich! Heads full and well formed. Nearly 3 inches across.

**EVENING SUN.** Pretty, varying shades of peachy pink and other delicate hues we can't describe. Often grows like an Azaleamum. Quite exquisite! Flowers 1½ to 2 inches across.

**FIREFLY.** Red like sparkling wine, yet more lively and more beautiful. Blooms 1½ to 2 inches across. Well formed.

**PINKY.** This one has sweetness—delicate shades of pink, and faint flashes of white, then a winsome yellow center that peeks shyly out at you. Blooms nearly 3 inches across.

**ROSE MARIE.** This one will be your sweetheart. Its color is a delicate and appealing shade of orchid, and its form is nearly perfect. About 1½ to 2 inches across.

**PRICES:** 1 for 53c; 2 for 91c; 3 for \$1.25; 6 for \$2.28; 12 for \$4.69.



For a very few weeks after planting, you can hoe and cultivate as advised earlier, but after you have stopped hoeing, then the only thing you can do is to pull the weeds.

By keeping weeds down early in the season, you will have little trouble later. Weeds germinate early; when they are destroyed early, you will have only stragglers to cope with later.

However, we will treat diseases in general. There are three classes of diseases that may appear in your garden, as follows:

#### (1). FUNGUS DISEASES.

These usually show themselves by the appearance of brown spots or other discoloration of the foliage, leaf spot being the most common.

The usual treatment for fungus diseases is Bordeaux Mixture, and this is now very easy to apply as it can be bought ready-mixed at drug stores. Directions are given on the package for using the particular mixture that you buy.

There are a lot of other good sprays and treatments on the market, such as lime-sulphur, and all have directions on the package. Your local druggist will recommend a good one for you.

Mildew is another fungus disease, and it is easily recognized by its mildewed effect.

(2). CHEWING INSECTS. These are easily recognized by the fact that they eat the foliage, sometimes the stems and flowers. DDT is the latest spray for chewing insects, and is very effective. There are a number of brands on the market and again your druggist can advise you and instructions will be on the package.

The older sprays for chewing insects are arsenate of lead and calcium arsenate.

(3). SUCKING INSECTS. Aphids, or plant lice, are the best example of these. The red spider is one of the aphids.

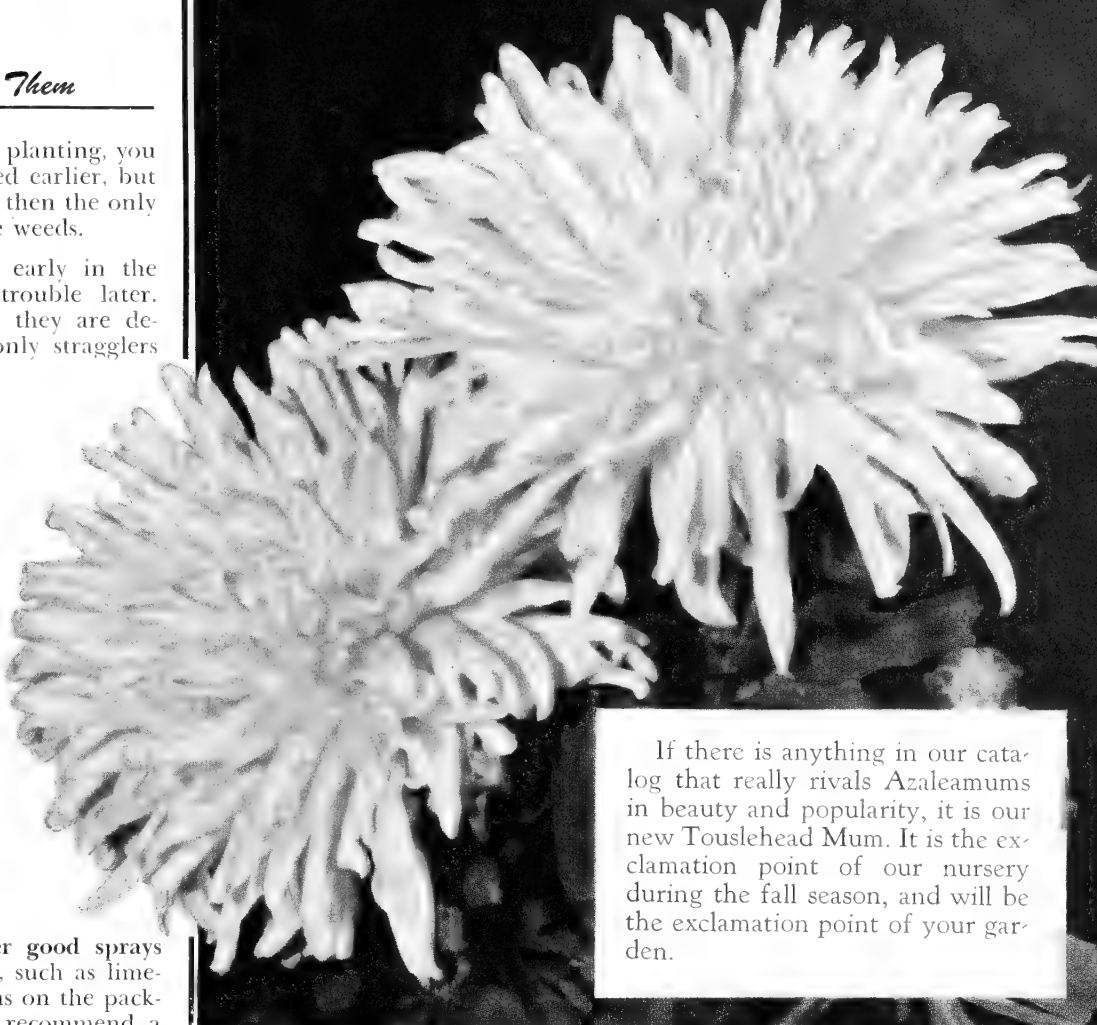
Most of these are controlled by contact sprays, which burn the insects. Nicotine sulphate is the best control for most sucking insects, but dusting with sulphur is best for red spider. But, really one of the most effective ways of controlling red spider is to simply wash them off with the hose daily. But be sure not to use too much force—just enough to wash off the spiders. They are generally most prevalent in August.

On the whole, you will not have much trouble with diseases. Should you have any trouble you do not understand, use our free consultation service.

## Winter Care

Most perennials like a little winter care, especially the first year, and it is

(Continued on page 26)



If there is anything in our catalog that really rivals Azaleamums in beauty and popularity, it is our new Touslehead Mum. It is the exclamation point of our nursery during the fall season, and will be the exclamation point of your garden.

## New Mum Touslehead

PLANT PATENT APPLIED FOR

(Lavender Cactus). If this new Touslehead-type Mum, Lavender Cactus, isn't the biggest, the most beautiful and the most satisfactory outdoor Mum yet originated, at least it will do until something better comes along—and that isn't likely to happen soon. Touslehead is far ahead of anything else now to be had. The flowers are as large as four to five inches across, and can be made larger by disbudding. Color is about as shown above, but some are almost pure light pink, while others are deep orchid depending on age, quality of soil and nature of the season. Often the entire top of the plant is covered with blooms. Foliage is a deep, glossy green, and is broad-leaved, unlike most other outdoor Mums.

Touslehead was produced by crossing the beautiful hothouse varieties with the earlier, hardier, outdoor kinds. It took its hardiness from the outdoor sorts, and its beauty and size from the greenhouse types. Actually it is a greenhouse-type Mum which has moved into the open.

Be sure to order Touslehead. It will grow anywhere other Mums will; fertile, well drained garden soil. Protect it well for winter.

Order early and make your garden the exclamation point of your neighborhood.

**PRICES:** Pot-grown plants with ball of earth on roots, 1 for \$1.00; 2 for \$1.75; 3 for \$2.50; 4 for \$3.25; 6 for \$4.75; 12 for \$9.00.

*Bargain!*

One each of the 7 new Mums described at left, plus 1 Touslehead Mum—8 plants in all—total value \$4.71.  
Special Price ..... **\$3.39**

**R. M. Kellogg Company**  
**Three Rivers, Michigan**

# New Flash and Fire for Your Garden with new *Azaleamums*

Trade Mark Registered U. S. Patent Office

These "Johnny-come-lately" beauties are for you who want the best. They have been bred with extreme care, and will do wonders for your garden. Hundreds of flowers on each; strong, sturdy, healthy plants; long August till frost blooming season; amazingly beautiful coloring.

## Azaleamum Pink Dream

Pink Dream is one of those irresistible eye-stoppers that will attract the most favorable attention to your garden. Few flowers will compare with it in beauty of coloring—and with its quantity of blooms, it will bring exclamations of wonder and delight from everyone. Really, we had extreme difficulty in describing and picturing Pink Dream. Better order it and see for yourself. **Prices right.**

## Azaleamum Sweetheart

Had trouble naming this one—hard to think of a good name. And then someone said, "It's a Sweetheart," and the name stuck. So, why not have a Sweetheart in your garden. Color, charming winy pink. There, that tells you a little, but when it comes to telling you all, we give up! You will just have to order a few Sweethearts and see them in bloom. Chances are that it will be your favorite. **Prices right.**

## Azaleamum Snow White

(Below right.) We have never seen a white flower so beautiful in its whiteness as Snow White Azaleamum. And, with hundreds of blooms on one plant, it surely makes a beautiful and glittering display in your garden. Further, Snow White blooms are larger than other Azaleamums. They are beautiful for cutting, and can be made into dazzling corsages.

Snow White should be planted for its own beauty, and to make the other colors stand out. It's low growing, so plant it in front. Blazing Red will be doubly beautiful when grown just behind it. **Prices right.**

## New! Azaleamum Trade Mark Registered U. S. Patent Office *Blazing Red*

PROPAGATION RIGHTS RESERVED

Blazing, Dazing, Amazing Red that will keep you gazing—that is providing your eyes can stand its dazzling beauty! This is the bold, brilliant Azaleamum you've been waiting for. Now, after years of painstaking breeding, it is here—this beautiful **RED** Azaleamum for your garden, an Azaleamum that's redder than any other Mum we have ever seen.

First, it started as a tiny seedling, resulting from one of our thousands of crosses, no more promising than the rest. But, when it bloomed in the fall, immediately we saw that we had something we must guard carefully. But, we tried it for several years before offering it to you. Now, here it is, tried, worthy, and proven true—a blazing red that's good for you. And, it produces its hundreds of blooms from August till frost like other Azaleamums. Blooms completely cover the plant with blazing red flowers. Yes, Blazing Red Azaleamum is red as shown. You do have a place in your garden for such a beauty as this, don't you? But, better order early, as the supply is short this first year.

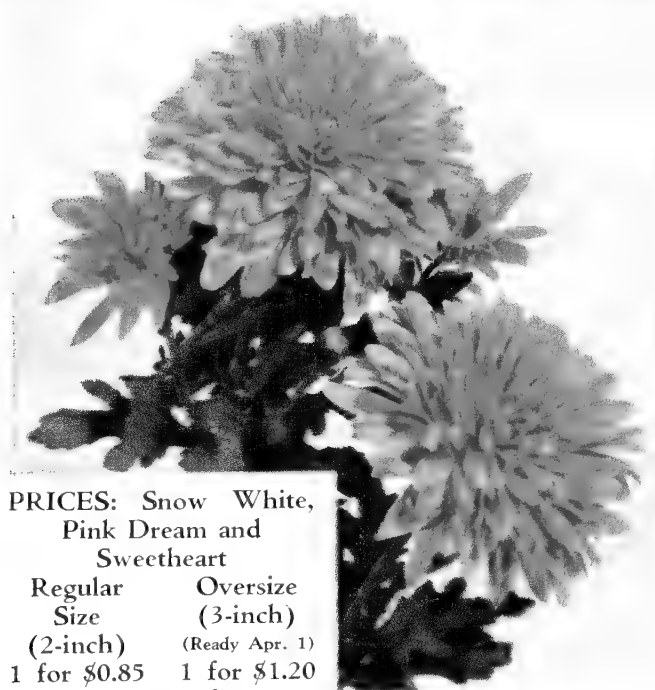
Regular Size Plants (2-inch)		Oversize Plants (3-inch)	
1 for ..\$1.30	4 for ..\$4.40	1 for ..\$1.70	4 for ..\$6.05
2 for .. 2.30	6 for . 6.50	2 for .. 3.15	6 for . 8.95
3 for .. 3.35	12 for .12.50	3 for .. 4.60	12 for .16.50

*Bargain!*

1 Blazing Red .....	\$1.30
1 Pink Dream .....	.85
1 Sweetheart .....	.85
1 Snow White .....	.85
Total Value .....	\$3.85
Special Price .....	<b>\$3.19</b>
Special Price for Oversize Plants as Above.....	\$4.69



Pink Dream (Plant Patent No. 865)



Sweetheart

PRICES: Snow White,  
Pink Dream and  
Sweetheart

Regular Size (2-inch)	Oversize (3-inch) (Ready Apr. 1)
1 for \$0.85	1 for \$1.20
2 for 1.50	2 for 2.25
3 for 2.15	3 for 3.30
4 for 2.80	4 for 4.35
6 for 4.10	6 for 6.45

Snow White  
(Plant Patent No. 987)



## Double Growth with Raydomes

These good looking, long-lasting Raydomes will do wonders in your garden. They will protect your tender young plants from unseasonable freezes and frosts, and will promote a humid condition that stimulates them to double growth. The clear plastic "dome" allows full penetration of all the healthful warm sunshine, with all the light rays in it, while moisture rises and condenses inside, resulting in a growth-stimulating humidity-temperature condition. They also protect plants from birds, insects, rodents, and from heavy rains, windstorms, and hail. They are not expensive.

We tested them carefully here, and immediately the plants under the "domes" showed double promise—double size, double vigor, double healthy color—as compared with the check plants set alternately with them—no domes over the check plants. Now, weeks after removal of domes, plants started under them are still double the size of the check plants, or more. No doubt about it! Raydomes do double Azaleamums' growth. They are also fine for your other prize perennials, such as Carnations, Violets, Anemones and many others.

## HOW TO USE

Just place a "dome" over each plant, weight it down with dirt around the edges (sufficient air comes up through the soil) and your plant is ready to go places. When plant reaches a size just short of crowding, ventilate for a few days by propping the dome up on one side, then remove. They should not be removed daily—only at final removal time. The plant will continue to surprise you. We recommend that Azaleamum enthusiasts in particular use Raydomes.

## CONSTRUCTION

"Domes" are stamped out of a continuous piece of plastic—no seams—and last for several years, hence the final cost is small.

### Raydome Prices (including parcel post)

Raydome No.	Size (inches)	6	12	24
745	7 in. Dia. Base and 4½ in. high	\$1.65	\$3.20	\$6.25
1065	9¼ in. Dia. Base and 5½ in. high	2.90	5.65	11.10

No Premiums Given with Raydomes—Not Given as Premiums  
WE RECOMMEND No. 1065—MORE ROOM

**R. M. Kellogg Company**  
**Three Rivers, Michigan**



**IMPORTANT:** The word Azaleamum is our trade-mark and must not be used by any other firm or individual, except to identify Azaleamum plants produced by the R. M. KELLOGG CO., or its duly authorized licensees.

600  
or More

Papoose (above)

## Here are Kellogg's Famous One-in-a-Thousand Varieties of

Trade Mark Registered U. S. Patent Office

# Front Line Azaleamums

These are the amazing flowers that everyone is talking about. And these are new varieties, bred especially for you by our own breeder. Great care was taken in their selection to assure their being the best, approximately

1000 varieties being discarded for every one selected—an expensive proceeding, but worth the money in the tremendous satisfaction given to you.

## A Big Plant with Hundreds of Flowers

*Special!*

- 2 Papoose .....\$1.75
- 2 Nugget ..... 1.50
- 2 Honey Chile .... 1.50
- 2 Princess ..... 1.50

\$6.25

Special Price **\$5.35**

How large? How many flowers? Some varieties grow 1½ to 2 feet across, others 2 to 3 feet and often they attain 4 feet second year. Hundreds of blooms are produced at one time on a single plant; often 500 to 1000 (best record slightly over 2000). Flowers 1½ to 2½ inches across, depending on the variety. All give huge overflow of color and beauty.

**R. M. Kellogg Co.  
Three Rivers, Mich**

## Papoose (Above)

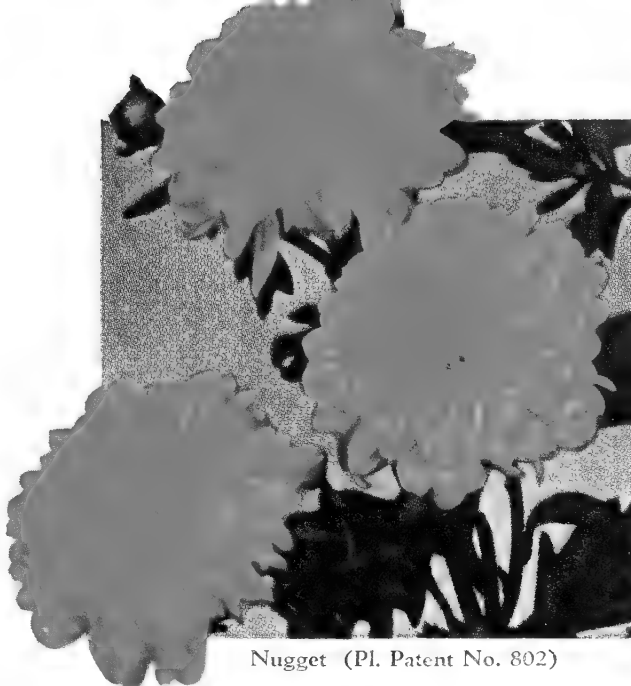
This is the rich, wine-red Azaleamum in such big demand. It will make your late summer gardens fiery brilliant, providing a dashing flash of color to brighten up those last summer days and on into late fall. Like all Azaleamums, Papoose will bloom until frost. But order early, because we seldom have enough of this popular variety. Pot-grown.

Regular Size		Oversize (Ready Apr. 1st)	
1 for ...	\$1.00	1 for ...	\$1.35
2 for ...	1.75	2 for ...	2.55
3 for ...	2.50	3 for ...	3.75
4 for ...	3.25	4 for ...	4.95
6 for ...	4.75	6 for ...	7.35

**Blooms  
Per Plant**

## Nugget Plant Patent No. 802 (right)

Named Nugget because of its golden glitter. Will really add brilliance to your garden—and we mean **BRILLIANCE!** The yellow of Nugget is bright, clear, and glorious. In fact, we doubt if we have ever seen a yellow that was more beautiful; lasting beauty for your low borders. You will love it among the darker flowers of your garden. **Prices below left.**



Nugget (Pl. Patent No. 802)

## Honey Chile Plant Patent No. 871

I think that I shall never see  
A pink that gleams so prettily.

We wish we could really show you that pink that gleams so prettily, but since we can't, here's an idea: You order, and let your friends admire. With Honey Chile you'll have an envy-spot in your garden! **Prices below left.**



Honey Chile (Plant Patent No. 871)

## Princess Plant Patent No. 711 (below)

I think I see a gleaming jewel,  
Or am I maybe dreaming?  
It beams and glows with many hues,  
A fairy princess seeming.

Picture only gives an idea of the coloring, can't show the brilliance. Rose, orchid, pink, orange, apricot, and yellow all blend together and succeed each other in an astonishing display of glory. A rich confusion of shades all on one plant. **Prices below left.**

Princess (Plant Patent No. 711)

### PRICES

Princess,  
Nugget, and  
Honey Chile  
All plants pot-  
grown. See page  
24-25 for details  
of oversize  
plants.

#### Regular Size (2-inch)

1 for	... \$0.85
2 for	... 1.50
3 for	... 2.15
4 for	... 2.80
6 for	... 4.10

#### Oversize (3-inch) (Ready Apr. 1st)

1 for	... \$1.20
2 for	... 2.25
3 for	... 3.30
4 for	... 4.35
6 for	... 6.45

# Large Bush Azaleamums

The World's Most Amazing Flowering Plant

Azaleamum Summer Sunset (Plant Patent No. 561)

600 Blooms  
or More  
Per Plant

I never thought so many flowers  
Could bloom in one small garden spot,  
I think that I could talk for hours  
Yet never tell the charm they've got;  
Their dainty hues, and varied sheens,  
The way they seem to glow;  
You'll have to have your own, I guess,  
And then you'll really know. ©

R. M. Kellogg Company  
Three Rivers, Michigan

## PRICES

Summer Sunset  
Summer Gold  
Carnation Rose

Regular Size  
(2-inch)

Oversize  
(3-inch)

Now we offer Azaleamum plants in two sizes—**regular** and **oversize**. All plants out of pots—shipped with ball of earth on roots. Further information above right in picture.

1 for ....	\$0.75	1 for ....	\$1.00
2 for ....	1.25	2 for ....	1.85
3 for ....	1.85	3 for ....	2.70
4 for ....	2.40	4 for ....	3.55
6 for ....	3.50	6 for ....	5.25
12 for ....	6.80	12 for ...	10.35



When we first introduced Azaleamums, many people were skeptical, and would not believe they would produce the wondrous quantities of flowers that they do. Now they are becoming known as the world's most amazing flowers. An Azaleamum plant will produce 600 blooms or more per season, and some will have that many open at one time. Many plants which produce only a few flowers are priced as high or higher. Azaleamums are truly a bargain in loveliness.

**Important!** Azaleamums belong to the Chrysanthemum family but have a peculiar habit of growth similar to that of Azaleas, hence are trade-marked Azaleamums.

They are not related to Azaleas!

## New! White Christmas

(Right.) This is one of the newest of the large Azaleamums, a beautiful large-flowering white variety that will dazzle strikingly in your garden. White Christmas gives you nice bouquet-type flowers, with the amazing Azaleamum habit of growth. It produces hundreds of these flowers at a time, on one plant, over a long period of time. Starts blooming in July or early August, continues until frost. Reaches peak performance about mid-September. Plants get bushel-size or larger first year.

**PRICES:** White Christmas.

Regular Size (2-inch)	Oversize (3-inch)
1 for \$0.85	1 for \$1.20
2 for 1.50	2 for 2.25
3 for 2.15	3 for 3.30
4 for 2.80	4 for 4.35
6 for 4.10	6 for 6.45

## Carnation Rose

(Plant Patent No. 660)

(Right.) Lovely Carnation-type flowers with the attractive delicate coloring of a Rose. Hardy, vigorous, 600 or more blooms to a plant. Grows 2 to 3 feet across the first year with blooms 1½ inches wide. Starts blooming in July or August and continues until a severe frost. Prices below left.

We Pay  
Postage

See page 16

## 2 Plant Sizes

Now you buy these Azaleamums either in standard size plants, or oversize plants at only a little more, though actually—by bulk—they are about 3 times as large. Either will grow to a full-sized blooming plant as shown here, by fall; but the oversize plants will establish themselves more quickly in your garden. Over-size ready April 1st.

# Special!

- 2 Summer Sunset ..\$1.25
- 2 Carnation Rose .. 1.25
- 2 Summer Gold .... 1.25
- 2 White Christmas.. 1.50

Total Value .....\$5.25

Special Price \$4.39

## Summer Sunset (pictured at left)

Shades of orchid, orange, golden yellow and apricot blend in this beautiful Azaleamum, and the varying colors provide a never-ending surprise throughout the season. Whole plant gleams like an opal. In addition to these amazing color harmonies, Summer Sunset is sturdy and has large flowers. Blooms by first of August or earlier depending upon the season. Prices left, below.

## Summer Gold

(Plant Patent No. 598)

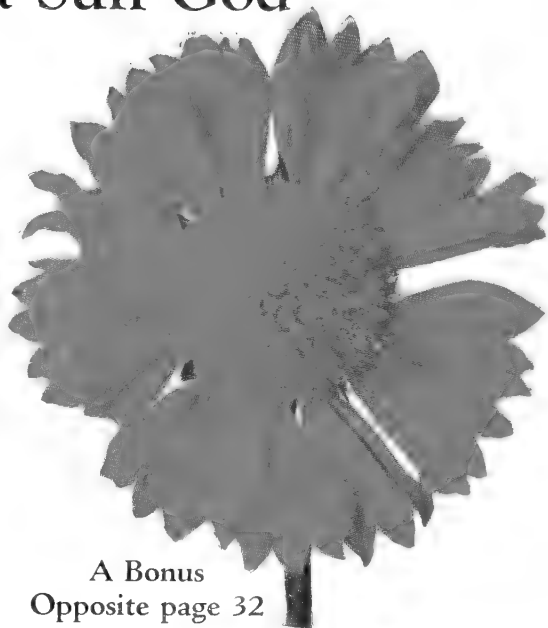
For you who like rich glowing yellow. Flowers large: can be cut for bouquets; you will hardly miss them from your plants. there are so many a deluge of golden loveliness. Plant this spring for a splendid display next fall. Taller than the others. Prices at left.

A Bonus—

See page 32A

# Gaillardia Sun God

This yellow Gaillardia will be one of the bright spots in your garden. The rich golden yellow flowers are immense. Grow tall and erect—about 24 inches high. Lots of blooms over a long time—mid-June to mid-July in the north. Fine for cutting, fine in the garden. Will continue to bloom until frost if flowers are cut, making it an all-summer flower. **PRICES:** 1 for 71c; 2 for \$1.27; 3 for \$1.80; 4 for \$2.39.



A Bonus  
Opposite page 32

# Blue Bonnet

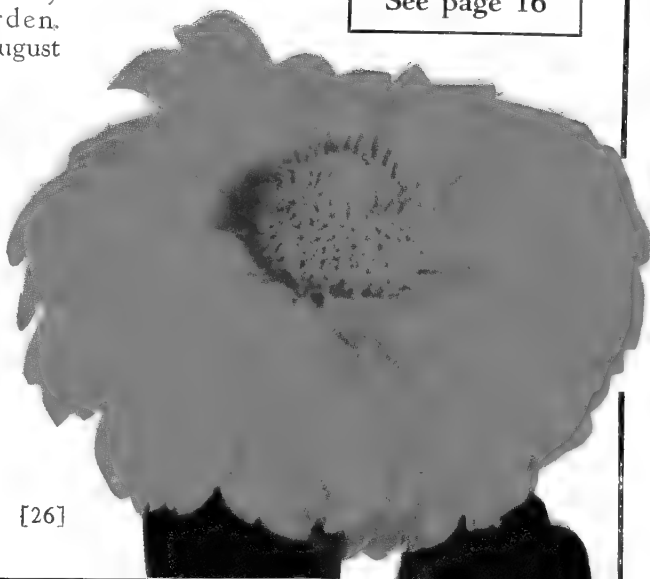
(Scabiosa, Isaac House Hybrids)

There are two kinds of blues, the happy blues and the unhappy blues. Any blues you can get into your garden are the happy kinds, for blue is only too rare a color among flowers. Blue Bonnet will give your garden the happy blues. Its coloring is soft and lovely, and we won't blame you a bit if so many of you make a rush for this Isaac House "Blue Bonnet", that we sell out in a jiffy. Starts blooming in June, continues until September. Tall stems: 18 to 24 inches high. Plant 12 to 15 inches apart in sun or part shade; ordinary soil; ordinary moisture requirements. **PRICES:** Field-grown, 70c each; 2 for \$1.26; 3 for \$1.75; 4 for \$2.30.



# Heliopsis, Apollo

As brilliant as an oriole, Apollo will really enrich your garden. Blooms from August 1st or earlier to frost. Foliage dark green, robust and healthy. Hardy. Grows 20 to 24 inches high. Order this gleaming flower early for a fine display in your garden. **PRICES:** 1 for 60c; 2 for \$1.05; 3 for \$1.50; 4 for \$1.95; 6 for \$2.85.



We Pay  
Shipping  
Charges—  
See page 16

## Kellogg's Famous Flowers

still advisable in later years. It is simply a matter of covering the plants to protect them from alternate freezing and thawing.

Always wait until after the ground is frozen before mulching. Remember that you are preventing alternate freezing and thawing, and are not attempting to prevent the ground from freezing. Once it is frozen, a little mulch will keep it from thawing during any brief warm period you may have, but the same mulch would not prevent freezing.

With alternate freezing and thawing, heaving of the ground occurs, and this tears the roots, which tearing really causes winter injury, rather than freezing itself. Most plants are quite hardy as to temperatures.

Wheat, rye or oat straw are the best mulching materials, and in Indiana, Ohio, Pennsylvania, Illinois and other states of similar latitude, about two inches deep is proper. Southern Michigan about the same, but much farther north, you can apply the mulch deeper, about three or four inches.

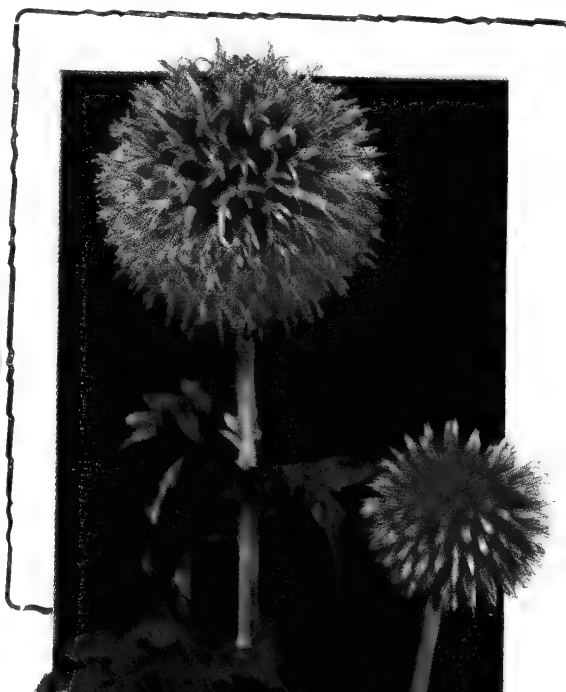
Farther south you can apply less mulch.

In any event, cut the tops of the plants down before mulching, and with Azaleas, let them lie over the plants, and apply the mulch on top.

With other plants carry the tops away and burn them; keeping your garden clean.

## Cutting Flowers

They say you cannot eat your cake and have it, too, but gardening gives an exception. It is really good for your garden to cut the flowers, and have table bouquets, as well as flowers in the garden itself. When you cut the flowers, you prevent the formation of pollen, and accordingly the strength of the plant would spend in manufacturing pollen goes into more and better flowers.



plant would spend in manufacturing pollen goes into more and better flowers.

Anyway, whether you want table bouquets or not, do pick or cut the flowers before they go to seed. Immediately after they pass their prime is a good time.

First Azaleamum blooms should be pinched off, in order to have the best blooming plant later. Occasionally, Azaleamum plants will be received with blooms. Take them off immediately. Usually no more blooms will form until the latter part of August, but if they do, pick them off; even those forming in latter August, if you want the best blooming plant later.

## Watering

For most flowers a good soaking once a week will be enough, but when you do water, remember to stay at it long enough. Many people sprinkle lightly for ten or fifteen minutes, and think they have watered. Our advice is to water by the hour, not by the minute, with a rest period between waterings.

Too frequent watering, for long periods at a time may make the soil soggy and wet, and the plants will not do well. Remember that they require air underground as well as water, another reason for rest periods. But do give a thorough soaking while you are at it.

Azaleamums in particular, do not like too much water. Ordinarily, rainfall will take care of them, except during drouth. Phlox also are inclined to suffer from being deluged too frequently.

## Lilies, Gladioli, Cannas, Dahlias, Begonias

### Kind of Soil

Lilies need a cool soil, a trifle heavy. Even clay would be O. K., but if you have a

(Continued on page 28)

## Globe Thistle Taplow Blue

(Echinops). Another of these flowers that will give your garden the pretty blues—not the doleful blues—but cheerful, soul-inspiring, pretty blues. It will add a color that you really need.

This Taplow variety of Globe Thistle is a fine improvement over earlier sorts. The globes are larger, and bluer, with a glistening metallic sheen. You should have it. Blooms freely, and seems to say, "Any ol' soil will do for me"—yes, easy to grow. Likes sun. Hardy. PRICES: 1 for 70c; 2 for \$1.27; 3 for \$1.80; 4 for \$2.35; 6 for \$3.45.

# Put a Beauty Spot in your Garden



Peach Blossom (Queen Alexandra Similar)

There's a beauty spot of **ASTILBES** in our nursery that creates much interest and admiration among our visitors. You too can have a beauty spot in your garden with these.

## Peach Blossom

(Left). Beautiful, feathery panicles, 8 to 10 inches long, tinted a delicate peach-blossom-pink. Blooms June-July. Grows 1½-2 ft. tall. Plant 15 to 18 inches apart in moist, rich soil; water; sun or semi-shade.

1 for .....	\$0.75
2 for .....	1.35
3 for .....	1.95
4 for .....	2.55

## Queen Alexandra

Similar to Peach Blossom in all respects, but is a darker, richer pink. Blooms later. PRICES: Same as Peach Blossom above.

## Fanal

Here's a bright, glowing crimson Astilbe. Spikes about 15 inches tall and they hold up well above the foliage. Will grow in sun or part shade, but really likes a shady position—and moisture. Grows about 1 to 1½ feet tall. Blooms May and June.

### PRICES

1 for ....	\$0.90
2 for ....	1.65
3 for ....	2.40
4 for ....	3.15
6 for ....	4.65

<b>Special!</b>	
1 Peach Blossom .....	\$0.75
1 Queen Alexandra .....	.75
1 Fanal .....	.90
1 Gladstone .....	.80

Total Value \$3.20

Special Price ..... **\$2.75**

## White Astilbe Gladstone

Gladstone is very similar in form to Peach Blossom above, but panicles are a beautiful white. All four varieties of Astilbe listed bloom about the same height so they can be planted together very beautifully. PRICES: 1 for 80c; 2 for \$1.45; 3 for \$2.10; 4 for \$2.75; 6 for \$4.05.





## Day Lilies

Why don't you plant a whole border of these beautiful flowers? They are very reasonably priced; and they make a wonderful display. New blossoms come every day, attractive foliage.

**HYPERION.** Citron-yellow. 40 inches tall.

**OPHIR.** Orange-yellow. Stems 3½ to 4 feet high.

**GYPSY.** Gay splashes of red on yellow petals.

**ANNA BETSCHER.** Rich golden yellow. Blooms late July and August. 2½ to 3 feet high.

**D. D. WYMAN.** Golden yellow, tawny, splashed petals. 2½ to 3 feet. July and August.

**PRICES:** 1 for 55c; 2 for 95c; 3 for \$1.25; 5 for \$2.15; 10 for \$4.15.

*Special!*

2 Hyperion .....	\$0.95
2 Ophir .....	.95
2 Gypsy .....	.95
1 Anna Betscher ..	.55
1 D. D. Wyman ..	.55

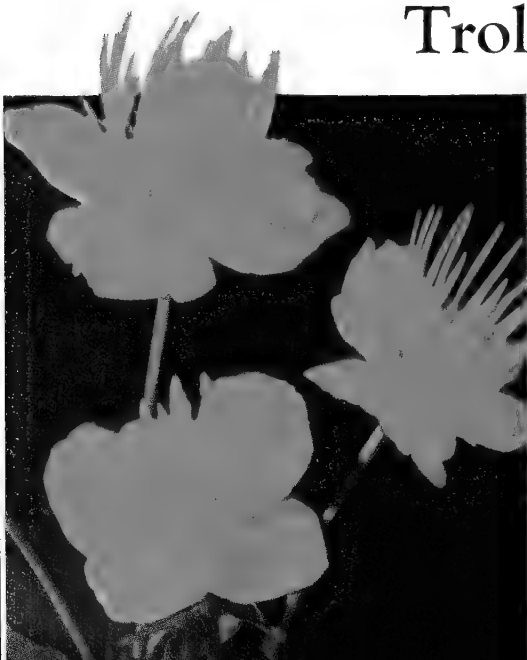
Total Value \$3.95

Special Price ... **\$2.99**

## Trollius Golden Queen

This Trollius has a glory of rich coloring that will amaze you. Golden Queen opens wide, displaying its beauty more fully than the older varieties. Stamens, unusually rich and full, and brilliantly colored; more orange than true yellow. Petals splashed with green underneath, giving a unique effect. Healthy, vigorous, prolific in bloom. 24 to 30 inches high. Flowers 2½ to 3½ inches across.

1 for 65c; 2 for \$1.14; 3 for \$1.62; 4 for \$2.11; 6 for \$3.08.

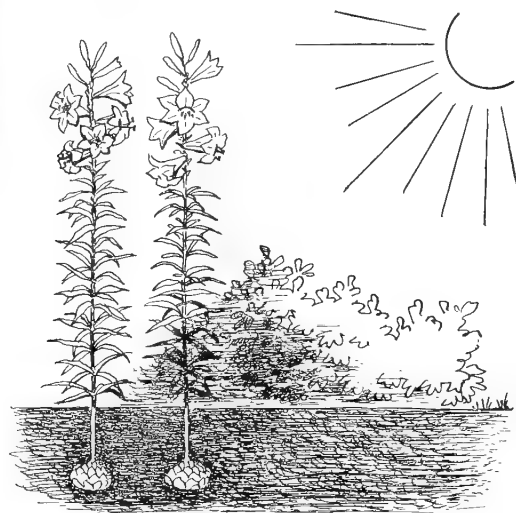


## Kellogg's Famous Flowers

heavy clay soil, it is wise to mix in something to make it porous. Sand will do, but supplies no fertility. Well-rotted stable manure is much better, as it loosens and aerates the soil and fertilizes, too—and Lilies do require fertility.

**Give Lilies as much sun as possible;** that is, at least five to six hours per day in the summer time.

**But, remember** that they require a cool soil, and if you can plant them so that the soil about the Lilies is shaded by your other plants, you are giving them ideal conditions. In other words, plant your Lilies to the northward side of other plants that will supply shade for the soil. The Lily stalks will then rise up above these other plants, where the flowers can get the sun.



**NOTE HOW** the roots of the Lily at the right are shaded by the perennials in front. This Lily has a very good chance to do well. The Lily at the left may do well also, but hasn't quite as good a chance as the one at the right, as its roots are not shaded.

Gladioli likewise can be planted in heavy soil, but will grow on any type of soil on down to the loose sandy types. If your soil is clay, treat as suggested above for Lilies.

Gladioli are not used in landscape plantings, but are grown for cut flowers, usually in rows. Give them full sun, if you can—five to six hours per day—same as for Lilies.

Cannas will grow in any soil, being one of the very easiest flowers to grow, but like at least five or six hours of sunshine daily.

Dahlias require a rich, well fertilized soil, either light or heavy. Treat heavy soils as for Lilies.

Plant Begonias like Lilies, in rich, cool soil. They are useful in a shallow soil.

## Soil Preparation

Same rules apply for Lilies, Cannas, Dahlias, Begonias and Gladioli as for perennials.

## Fertilizing

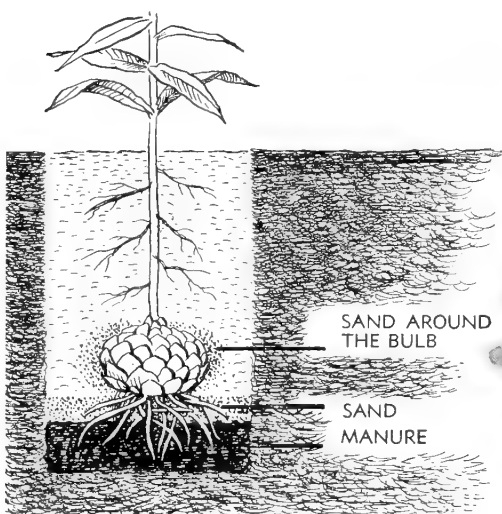
There is nothing better for Lilies than good, well-rotted manure, and lots of it. They will respond beautifully to liberal applications. Some growers even mulch with well-rotted manure right over the Lilies right after planting and let them come through. If the manure is really well-rotted, it will do no damage; only good can result.

Or, apply the manure in the bottom of the trench or hole, with a separating layer of sand or loose soil over the manure. Plant the bulb on top of the separating layer. In general, fertilizing methods for Lilies are the same as for perennials, excepting as just mentioned.

Gladioli do not like too much manure. Commercial fertilizers are better, about a 10-6-4 formula, but a 4-6-4 or 4-8-4 or 6-6-4, or similar will do. Ask your dealer for the best formula for your locality and soil.

Fertilizers are acceptable to Cannas, but they will do very well with only small amounts. If you do fertilize Cannas, follow the instructions given for perennials.

Fertilize Begonias same as Lilies.



Plant Lilies seven or eight inches deep, and if you put fertilizer in the bottom of the trench, as previously suggested, be sure to make your trench sufficiently deep to allow for a separating layer of sand. The bulb should be seven to eight inches underground. The picture above shows how.

The reason for this deep planting is that Lilies send out roots above the bulb, as well as below, and they must have room to grow. Of course, small bulbs would not be planted as deeply as those we furnish. A safe rule is  $3\frac{1}{2}$  times the diameter of the bulb.

It is sometimes well to surround the bulbs with a layer of sand to insure perfect drainage, if you can. See picture above.

Plant your Lily bulbs upright.

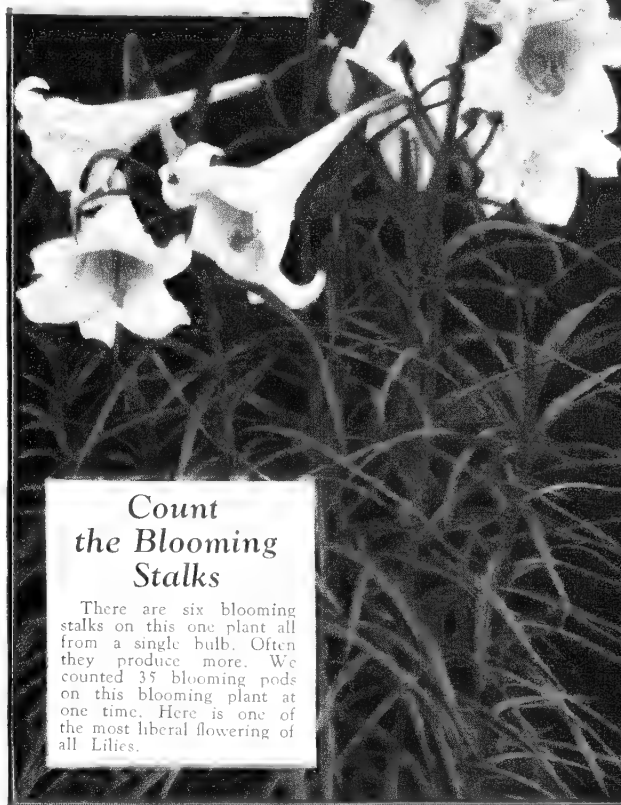
(Continued on page 32)

## Lovely Lilies

Our Lily bulbs are all best blooming size; strong healthy stock.

### Green Throated Lily (right)

(Philippense formosanum). This is the Lily with the apple-green throat, one of the rarest shades found in flowers. Outside, the Lilies are greenish white or purest white with streaks of maroon. Inside, the white shades into the now famous apple-green. Large, beautiful trumpets, 7 inches long by 5 by  $6\frac{1}{2}$  inches across. Bloom heavily from August till frost, often until November or later. Grow  $2\frac{1}{2}$  to 3 feet tall. PRICES: 1 for 45c; 2 for 75c; 3 for \$1.05; 4 for \$1.35; 6 for \$1.95.



### Count the Blooming Stalks

There are six blooming stalks on this one plant all from a single bulb. Often they produce more. We counted 35 blooming pods on this blooming plant at one time. Here is one of the most liberal flowering of all Lilies.

### LILY Bargain

3 Green Throated Lilies .... \$1.05  
3 Regal Lilies .. .75  
3 Snow White Regals ..... 1.05  
Total Value \$2.85  
Special Price... **\$2.29**

**Regal Lily** A striking beauty that still remains the favorite of many Lily growers. Rich yellow throat like molten gold on snow. Crimson veins outside. Hardy! Blooms June and July.  $2\frac{1}{2}$  to 3 feet tall.

PRICES: Large, 5- to 6-inch bulbs, 3 for 75c; 4 for 97c; 6 for \$1.42; 12 for \$2.77.

### New Regal Lily Snow White

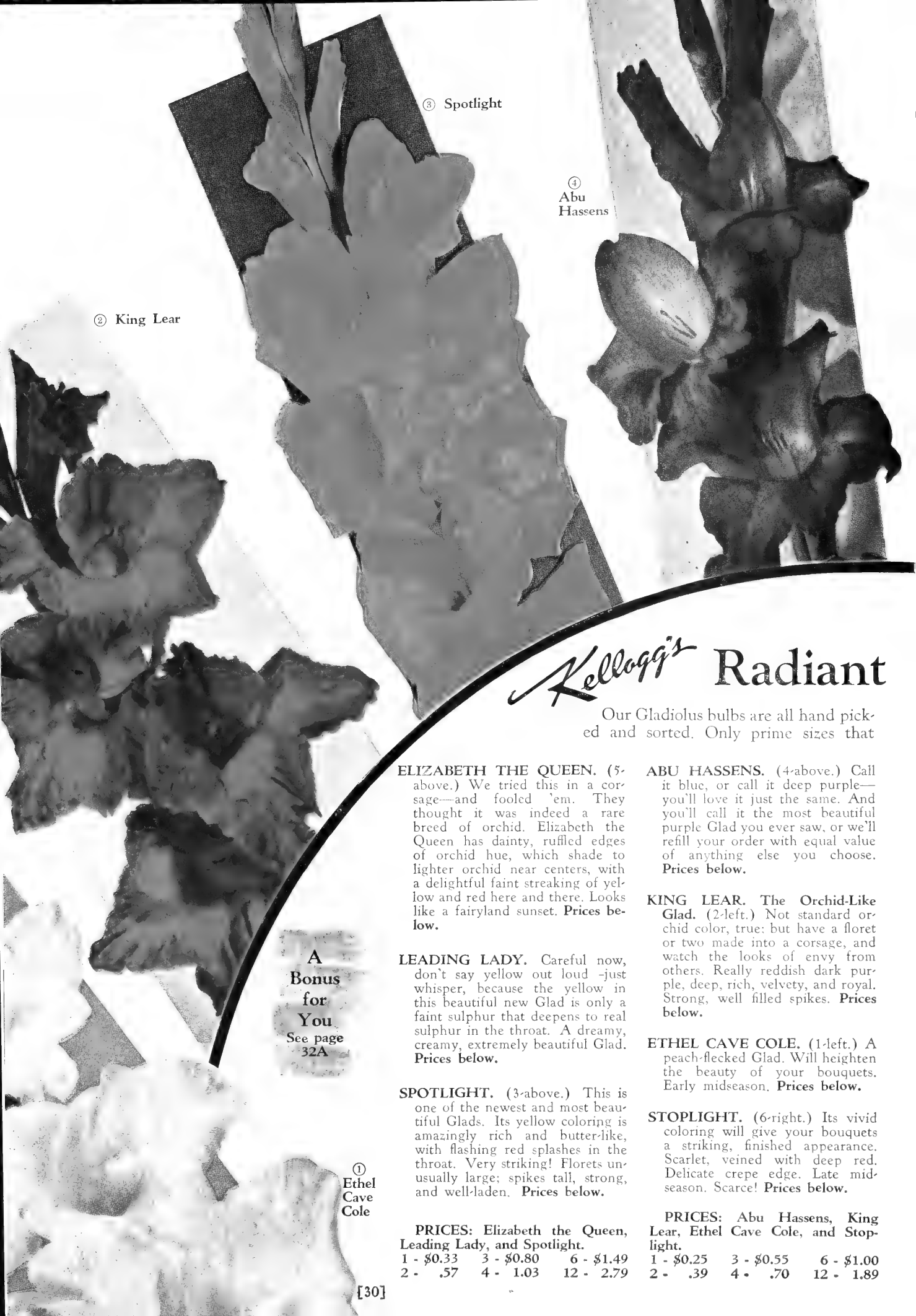
(Below). Now a Lily that is huge, and beautiful, too. Double the size of the well-known Easter Lily, and we believe more beautiful. Pure white with

faint golden green tongue. Plant early and deep. Will survive your winters. Large 5- to 6-inch bulbs.



1 for \$0.45  
2 for .75  
3 for 1.05  
4 for 1.35  
6 for 1.95  
12 for 3.75

R. M. Kellogg Company  
Three Rivers, Michigan



③ Spotlight

④  
Abu  
Hassens

② King Lear

## Kellogg's Radiant

Our Gladiolus bulbs are all hand picked and sorted. Only prime sizes that

A  
Bonus  
for  
You  
See page  
32A

①  
Ethel  
Cave  
Cole

**ELIZABETH THE QUEEN.** (5-above.) We tried this in a corsage—and fooled 'em. They thought it was indeed a rare breed of orchid. Elizabeth the Queen has dainty, ruffled edges of orchid hue, which shade to lighter orchid near centers, with a delightful faint streaking of yellow and red here and there. Looks like a fairyland sunset. **Prices below.**

**LEADING LADY.** Careful now, don't say yellow out loud—just whisper, because the yellow in this beautiful new Glad is only a faint sulphur that deepens to real sulphur in the throat. A dreamy, creamy, extremely beautiful Glad. **Prices below.**

**SPOTLIGHT.** (3-above.) This is one of the newest and most beautiful Glads. Its yellow coloring is amazingly rich and butter-like, with flashing red splashes in the throat. Very striking! Florets unusually large; spikes tall, strong, and well-laden. **Prices below.**

**PRICES:** Elizabeth the Queen, Leading Lady, and Spotlight.  
1 - \$0.33    3 - \$0.80    6 - \$1.49  
2 - .57    4 - 1.03    12 - 2.79

**ABU HASSENS.** (4-above.) Call it blue, or call it deep purple—you'll love it just the same. And you'll call it the most beautiful purple Glad you ever saw, or we'll refill your order with equal value of anything else you choose. **Prices below.**

**KING LEAR.** The Orchid-Like Glad. (2-left.) Not standard orchid color, true; but have a floret or two made into a corsage, and watch the looks of envy from others. Really reddish dark purple, deep, rich, velvety, and royal. Strong, well filled spikes. **Prices below.**

**ETHEL CAVE COLE.** (1-left.) A peach-flecked Glad. Will heighten the beauty of your bouquets. Early midseason. **Prices below.**

**STOPLIGHT.** (6-right.) Its vivid coloring will give your bouquets a striking, finished appearance. Scarlet, veined with deep red. Delicate crepe edge. Late midseason. Scarce! **Prices below.**

**PRICES:** Abu Hassens, King Lear, Ethel Cave Cole, and Stoplight.  
1 - \$0.25    3 - \$0.55    6 - \$1.00  
2 - .39    4 - .70    12 - 1.89



*Kellogg's*

## Picture Collection

3 each of the 8 Glads pictured on these 2 pages, total value of the 24 bulbs, \$4.50.

⑤ Elizabeth the Queen

Special Price .. \$2.59

⑥ Stoplight

⑦ Margaret Beaton

⑧ Token

## Rainbow Glads

will bloom first year with full-sized spikes of full-sized florets are shipped.

**DEBONAIR.** La-France-pink; shrimp-pink throat; midseason, tall.

**DR. F. E. BENNETT.** Peach-red with scarlet overlay. Midseason; large.

**DUNA.** Rosily blushing cream, with pure yellow throat. Midseason.

**GOLDEN DREAM.** Beautiful golden yellow. Tall; late; large.

**KUNDERD'S YELLOW WONDER.** Tall lemon-yellow; very early.

**MAID OF ORLEANS.** Tall, early. Lovely pure white.

**MARGARET BEATON.** (7-right.) White with scarlet, pale green blended throat. Strong spikes. Early midseason.

**MARGARET FULTON.** Half-ripe Cherry color. Strong, upright, tall, early.

**MARY JANE.** Delicate shades of pink. Medium height; large flower; midseason.

**PICARDY.** Pure clear pink, red throat. Large florets. Midseason.

**SNOW PRINCESS.** Pure white and very lovely. Late midseason.

**SPLENDORA.** Deep royal-purple, modified with a little blue.

**TOKEN.** (8-right.) Deep salmon with flecked yellow throat. Striking.

**WASAGA.** Pale red-orange with light red. Early; large flowers; tall.

**PRICES:** Debonair through Wasaga.

3 for ... \$0.35	15 for ... \$1.25
6 for ... .56	18 for ... 1.40
12 for ... .98	24 for ... 1.79

### Fragrant Glad

Give fragrance to your bouquets! Pretty white Glad with purple markings. Different type than non-fragrant varieties.

1 - \$0.25	3 - \$0.55
2 - .39	4 - .69

*Bargain!*

Fifty bulbs, our choice selected from the varieties listed on these 2 pages, value at least \$5.00.

Special Price \$3.29

**R. M. Kellogg Co.**  
**Three Rivers, Mich.**



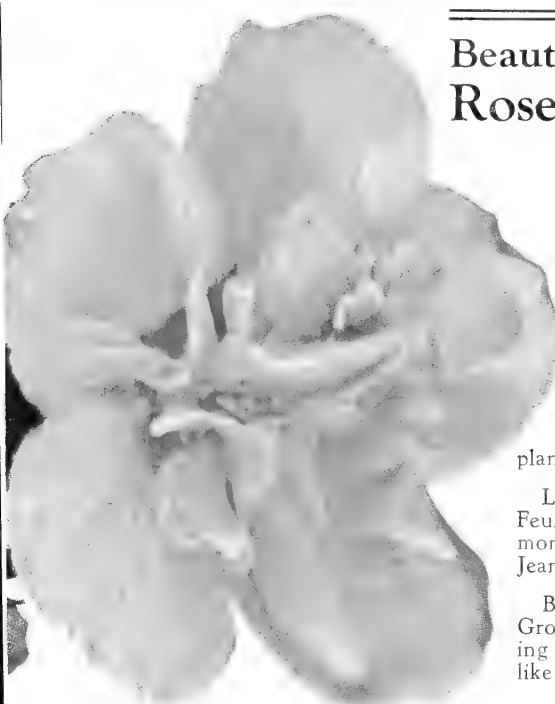
## Hopa Crab

The Tree  
of  
Amazing  
Beauty

We Pay  
Shipping  
Charges—  
See page 16

An amazing, dazing beauty, early spring till killing frost. Spring Beauty consists of bronzy red foliage, but this is soon outshone when the whole tree bursts into bloom—the most magnificent, fragrant pink flowers you can imagine. A spectacular show. A rare and stunning delight. Next comes small showy red Apples during the summer to bejewel the tree. And, you can make delicious, sparkling jelly from the Apples, too. Easy to grow, hardy. Eventual height 20 to 25 feet. Can be made more spreading by pruning. Remarkably disease-free.

PRICES: 3 to 4 foot size, 1 for \$1.95; 2 for \$3.75.



## Beautiful Rose of Sharon

### 4 Double Varieties

One of the most beautiful of all shrubs—or trees—is Rose of Sharon, and now we have it for you in **four varieties. ALL DOUBLE.** Grow it either as a shrub, or train it to tree-form—it's beautiful. Flowers approximately as large as shown, and completely cover the tree. Makes a most beautiful hedge, or a specimen plant. Varieties are:

Lucy, double **red**; Boule de Feu, double **purplish red**; Anemoneaeflorus, double **bright pink**; Jeanne d'Arc, double **pure white**.

Blooms August to September. Grow 12 to 15 feet high. Planting distance 4 feet; ordinary soil; like water and sun. Prices at left.

### Rose of Sharon Prices

PRICES: 18 to 24 inch size, 1 for 75c; 2 for \$1.35; 3 for \$1.95; 4 for \$2.55.

PRICES: 2 to 3 foot size, 1 for 99c; 2 for \$1.85; 3 for \$2.70; 4 for \$3.55; 6 for \$5.25.

We Pay  
Shipping Charges  
See page 16

## Gladioli

Make a trench four or five inches deep for all sizes of Gladiolus bulbs. Drop them in the trench about five inches apart. It is best to plant the bulbs upright but Glads are not as touchy as to planting position as other bulbs, and will give good results if just dropped.

Plant Begonias same as Lilies, but shallower, with their tops up. Do not plant them over three inches deep.

Cannas are very good natured flowers, and will tolerate careless planting. Just drop them in a trench or hole, but not over four inches deep.

## Planting Time

Lilies can be planted either spring or fall, at normal spring or fall planting time.

Cannas, Begonias and Gladioli are planted in the spring only—and not too early. They have soft tops, easily injured by frost. They may arrive early from the nursery—but keep them until danger of frost is over.

To keep Cannas, Begonias and Gladiolus Bulbs, just open the package and place in a cool, dark place. They will hold in good planting condition until planting time.

## Cultivation

Lilies like good, clean cultivation, and you may hoe—shallowly—until blooms appear, then just pull weeds. Do not disturb Lilies at all, after the tops die down.

Gladioli can be hoed or cultivated shallowly all season, even when in bloom. Do keep them clean.

Begonias like to be kept clean, but do not require much real hoeing. Just scratching the surface enough to eliminate the weed growth will do. Or, some just pull weeds.

Cultivate Cannas until they bloom, then stop. It will be hard to get around them after they grow to blooming height.

## Winter Care

Leave Lilies in the ground all winter, but mulch them about two inches deep in Southern Michigan, Illinois, Ohio and similar climates. Farther north use a deeper mulch, and farther south lighter. Mulch after freezing.

## Rose of Sharon Special!

One each of the 4 double Rose of Sharon, 18 to 24 inch size, white, pink, red, purplish red, 4 in all, total value \$3.00.

Special Price **\$2.49**

1 each of the four, 2 to 3 ft. size, total value \$4.00.  
Special Price: **\$3.49**

Dig Begonias after frost kills the tops, but before the ground freezes. Store them in very dry peat moss, sawdust or shavings. Put them in a cool, dark place.



# Kellogg's

## BONUS OFFER

## EXTRA VALUES

Meet our Garden Girl, Folks. She has a very fine extra value for you. We find that it costs very little more to handle the larger orders than it does the small orders, and so we give you the saving. After you have made up your order complete, compute the bonus value that you may select from the table below, and add the extra plants to your order. You may select anything you wish from this catalog, or there is a special list of Bonus Values on the other side of this sheet.

### Choose Your Own Bonus

There are no restrictions on the Bonus Plants you may choose. Anything in the book may be selected, and Bonus Plants and Bulbs are the same high quality you get for the cash part of your order. Choose as follows:

**With a \$5.00 cash order, or larger—**choose anything you wish from this catalog priced at \$1.00 or \$1.25.

**With a \$9.50 cash order, or larger—**choose anything you wish from this catalog priced at \$2.00 to \$2.25.

**With a \$14.00 cash order—**anything priced at \$3.00 to \$3.25.

**With an \$18.50 cash order—**anything priced at \$4.00 to \$4.25.

**With a \$23.00 cash order—**anything priced at \$5.00 to \$5.25.

**With a \$27.00 cash order—**anything priced at \$6.00 to \$6.25.

**With a \$31.00 cash order—**anything priced at \$7.00 to \$7.25.

**And with a \$35.00 order or larger—**you may add Bonus Plants to your order to the value of 25% of the cash you send.

**NOTE:** Bonus values must be taken in plants or bulbs—not deductible as a discount.

This offer applies only to orders from this book. It does not apply to orders from our fruit catalog.

### Let Us Help You

IF YOU WISH, you may leave the choice of Bonus Plants to us. We will select plants or bulbs that match your order, so that you will be surely satisfied with what we choose, and nearly always we can choose a bigger value for you than you would know how to choose for yourself. Many customers leave the choice to us, to their complete satisfaction.

[Page 32A]

# R. M. Kellogg Company

## THREE RIVERS, MICHIGAN

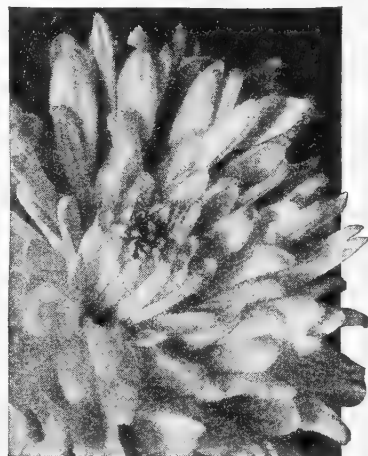




Azaleamum



Tuberous Begonia



New Beauty Mum

# *Here Are Some* **BONUS** **SUGGESTIONS** *Extra Fine Values*



Gladioli

Here are a few extra specials that you may select as premiums, with an order for \$5.00 or more. Note that many of these really have a value greater than \$1.25.

**4 Violets, \$1.25**

2 white and 2 purple, our choice. Value at least \$1.50.

**15 Gladioli, page 30, \$1.25**

All the newer varieties valued much greater than \$1.25, but allowed as a bonus. Bulbs our choice. Many colors. All large blooming size.

**8 Tuberous Begonias, \$1.25**

Our choice of colors and types, a good variety.

**2 Bleeding Hearts, \$1.25**

1 Plumy and 1 old-fashioned Bleeding Heart, value \$1.35.

**4 New Beauty Mums, \$1.25**

The new, large-flowering Mums, page 18. Our choice. Value \$1.65.

**4 Azaleamums, \$1.25**

Our choice of colors, all different, from those on page 14.

**2 Azaleamums, \$1.25**

The new super Azaleamums, pages 21, 22, 23. Extra fine value.

**4 Green-Throated Lilies, \$1.25**

Regular value, \$1.35.

**25 Gladioli, page 31, \$1.25**

Full color range. Large bulbs.

**With a \$9.50 Order**

Choose 2 of the above with a \$9.50 order, or one of the following:

**1 Touslehead, 3 Beauty Mums, our choice, \$2.25**

Pages 18, 19.

**5 Deluxe Shasta Daisies, \$2.25**

2 Esther Reed and 2 Honeymoon, PLUS 1 extra E. R. or H. M., our choice. Value \$2.50.

**8 Phlox, \$2.25**

We choose from page 4, full color range. Value \$2.50.

**For Orders of \$14.00 or Over**

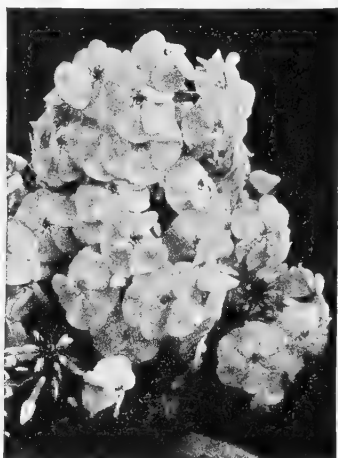
choose your own premiums. See 32-A, (other side this sheet.)



Violets



Bleeding Hearts



Phlox



Green-Throated Lilies

**R. M. Kellogg Co., Three Rivers, Mich.**

**Dig Cannas after frost**, before the ground freezes, same as Begonias. Store them in dry sawdust or shavings, in a cool, dark place, or dig them with a clump of earth on the roots, place carefully in boxes, and leave them that way all winter.

**Take Gladiolus bulbs out of the ground** after the first frost, and before freezing, same as Begonias. Next, spread bulbs on screens, after shaking them out well, and cleaning them, then store in a cool, dark place for the winter where the air can reach them from all around. If you are not too fastidious about your window screens, they will make excellent trays. Simply place them across saw horses, or otherwise support them, and spread the bulbs out over the screens.

Or you can construct special frames, which are nothing more than a box with a screen bottom, instead of a wood bottom.

## Cutting Flowers

Lilies, Cannas, Gladioli and Begonias will give more and better flowers if you pick them. But, do not cut the leaves. It is important to leave the leaves on, as the bulbs breathe through them. In any event, as we have emphasized before, be sure to cut your flowers for the good of the bulbs, after they have passed their prime. Lilies and Gladioli are fine bouquet flowers, and Begonias are useful in a low bowl, so you can get double benefits from those three by cutting.

## Watering

**Lots of water**—yes, lots and lots of it. That is what Lilies, Cannas, Begonias and Gladioli require. Don't be stingy with it. They will thrive much better from liberal applications of moisture. Cannas especially require water almost continually.

## Shrubs and Trees

### Kind of Soil

Any well-drained, fertile soil will do for shrubs and trees. Actually, the most important thing is the planting. If they are properly planted, there is very little for you to do from then on. They just take care of themselves. Watering them may be necessary, but that is about all.

### Soil Preparation

Usually a much larger hole must be prepared for the shrub or tree, than for the perennial plant. It may be that you will have to dig as deep as two feet, and then you will reach the sub-soil. When you do, pile your sub-soil in a separate pile from the fertile top soil that has come out beforehand. In digging a hole for a shrub or tree, be sure to make it large enough—**LARGE ENOUGH!**

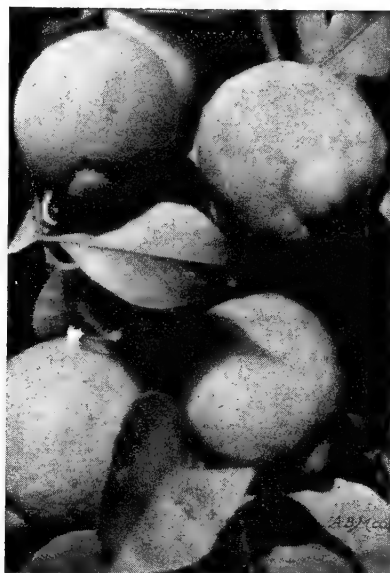
(Continued on page 34)

## Tulip Tree

(*Liriodendron tulipifera*). We have had a pressing demand for these attractive Tulip trees for some time. The Tulip-shaped flowers appear in late May and June and are beautiful. They are 1 to 2 inches long, and light yellow. Trees are tall-growing, stately, and hardy. Glossy bark, light green leaves. Branches spreading.

**PRICES:** 2 to 3 ft. size, 1 for \$1.75; 2 for \$3.25.

**PRICES:** 4 to 5 ft. size, 1 for \$3.00; 2 for \$5.75.



## Ponderosa Lemon

Now you can grow Lemon trees inside! Grow them in tubs or pails and keep indoors during the winter. Set them out in the summer if you wish. Grow 1 to 2 feet or higher. Produces huge fruit 5 to 6 inches long, often weigh 1 to 3 pounds. Excellent for pies, lemonade, and other uses for ordinary Lemons. Beautiful white flowers resemble orange blossoms and have **RARE FRAGRANCE**. Delightful for corsages. **PRICES:** Strong plants from 2 1/4-inch pots, 1 for \$1.00; 2 for \$1.85. **PRICES:** Out of 4-inch pots, 1 for \$2.00; 2 for \$3.75.

## Figs

It's easy to grow your own Figs. Plant in a tub or pail, as shown, and sink in the ground for outdoor growing from spring to fall. In fall, bring inside. South of Cincinnati, you can plant the Figs in the ground and leave them out all winter; tops may possibly freeze but new tops come up next year. Will bear the first year, and each year after. Fruit is sweet and delicious with firm meaty flesh. Excellent for preserves, jams, canning, drying or fresh from tree.

**PRICES:** 1 1/2 to 2 ft. size, 1 for 99c; 2 for \$1.83.

**PRICES:** 2 to 3 ft. size, 1 for \$1.25; 2 for \$2.35.



# Hardy Shrubs



**WISTERIA.** Grafted on blooming wood so that they bloom one year from planting. Four colors: Pink Japanese, Blue Chinese, White Chinese, and Purple Chinese.  
**PRICES:** 1 for \$1.00; 2 for \$1.95; 4 for \$3.85.

**KERRIA JAPONICA.** Well shaped shrub, with pretty dark green leaves, and lots of very pretty yellow flowers in June, plus enough throughout summer to make the shrub continually attractive. Ultimate height about 8 feet. Plant 6 to 8 feet apart, ordinary soil and moisture.

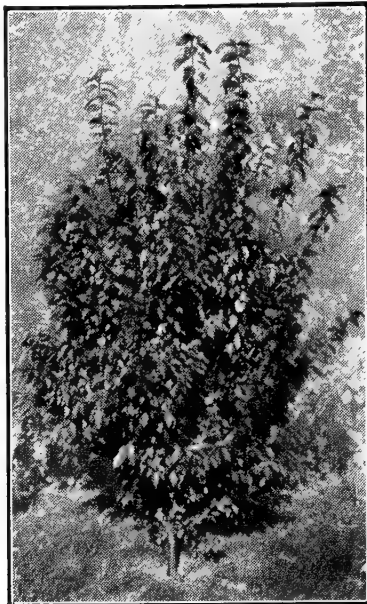
**PRICES:** 1½ to 2 ft. plants, 97c each; 2 for \$1.79.



**CHRISTMAS BERRY** (*Photinia villosa*). Grows 8 to 10 feet high. Shiny green foliage; turns yellow in fall. Flowers white; blooms in June. Brilliant red berries. Cut in early winter for bouquets. Plant 4 to 5 feet apart; ordinary soil; water freely; sun or shade.

**PRICES:** 15 to 18 inches, 1 for 99c; 2 for \$1.95.

**PRICES:** 2 to 3 feet, 1 for \$1.39; 2 for \$2.68.



Bronze Glory

**BRONZE GLORY** (*Prunus cistena*).

A glorious tree, especially against the setting sun. Leaves brilliant carmine in early spring; deep maroon in summer with a bronzy metallic sheen. Beauty lasts all spring and summer. Beautiful pink flowers in May. Grows 8 to 10 feet high. Plant 5 to 6 feet apart.

**PRICES:** 2 to 3 ft. trees, 1 for \$1.35; 2 for \$2.67.



**BRILLIANT FIREBERRY** (*Aronia arbutifolia* *brilliantissima*). Quite magical. The leaves are dark green on top; silvery green underside, flash magically in the breeze. Fiery red berries, fall and winter. Erect, upright, beautifully shaped. 6 to 8 feet; space 5 feet; ordinary soil; water freely; sun or part shade.

**PRICES:** 15 to 18 inches, 1 for 99c; 2 for \$1.89.

**PRICES:** 18 to 24 inches, 1 for \$1.65; 2 for \$3.19.

**EUROPEAN BURNING BUSH** (*Euonymus europaeus*). Bright green foliage, clusters of bright yellow flowers, April-May. Crimson fruit till mid-winter. Leaves become scarlet with frost. Grows 15 to 20 feet. Plant 5 to 6 feet apart in ordinary soil.

**PRICES:** 2 to 3 ft. plants, 1 for 99c; 2 for \$1.89.

## Kellogg's Famous Flowers

If your hole is so small that you must crowd the roots, or bend them upward, the chances are that your shrub or tree will not grow. At least it will get off to a poor start. And, don't make a funnel-shaped hole, smaller at the bottom than at the top. The hole should be at least as large at the bottom as at the top, if anything, larger, so that you will have plenty of room to spread the roots. If the roots touch the sides of your hole at any point, it is too small. Make it larger!

## Fertilizing Shrubs

The best way to provide food for a shrub or tree is to put the fertilizer in the bottom of the hole. For that purpose you do have to dig the hole somewhat deeper than necessary for the actual planting. Then, put your layer of manure on the bottom of the hole. Again, well-rotted stable manure is best, and can be used about one inch deep. Rotted cow manure is good, and commercially bought sheep manure can be used, but use it much thinner. Not over ½ inch deep for this sheep manure. The commercially bought sheep manure has usually been composted, and is therefore suitable.

Avoid hot manures, such as chicken manure.

Now, after you have put your layer of manure in the bottom, put a separating layer of sand or top soil on top of the manure, about two inches deep. Don't worry, the roots will soon reach down through it to the fertilizer, and by that time the fertilizer will be so well decomposed as to be usable.

Now, set your tree or shrub spreading the roots well, filling the dirt in a little at a time, rearranging the roots carefully as necessary. From time to time, shake the shrub gently—not hard—just gently. This will make soil settle around it.

After the roots are well covered with earth, you can get in the hole with your feet, and press the soil firmly.

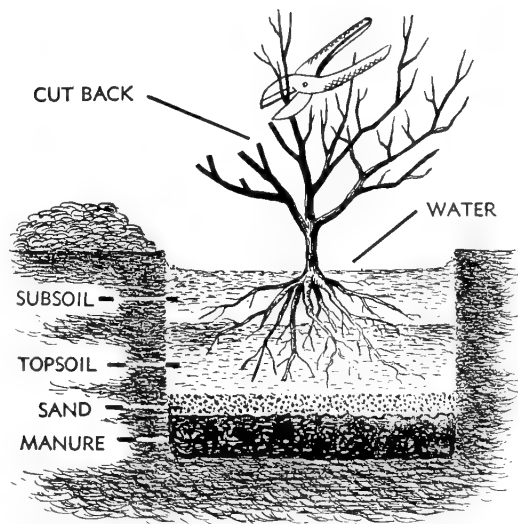
The earth you have been using to fill in with is the top soil. In other words, although the top soil was at the top in the beginning, it goes into the bottom of your hole. After you have filled it with all your top soil, start adding the sub-soil, but do not put all of it in. Leave a depression two or three inches deep, and then immediately let water run into this and soak down around the roots. The best method is to simply let water run into the hole from your garden hose, until it refuses to soak in any more, then stop.

Do not fill in the rest of the sub-soil for several days, but water it daily as just described for four or five days at least, then you can fill in with the rest of the sub-soil. It will make a mound at first, but this will settle.

## White Dogwood

Have only a few.  
 Order early. You know their beauty.  
 1 for \$1.49; 2 for \$2.95.





## Planting Depth

This is important. Usually, there will be a line around the base of the shrub showing the ground level at which it grew in the nursery. Set this line slightly below your soil's surface to allow for settling. Never plant so shallowly that the roots are exposed, as they will dry out and refuse to convey moisture and fertility to the tops, and the shrub will die.

## No More Care

That statement is virtually true. After a shrub or tree is planted, there is nothing more to do except to water it well during drouth.

Few diseases bother shrubs and trees, so do not worry about them until trouble occurs. Occasionally they may be bothered by chewing or sucking insects, or by fungus diseases. Then the recommendations are the same as for perennial flowering plants, which have been discussed earlier.

And don't forget your free consultation service. We are always glad to answer questions for our customers and prospective customers.

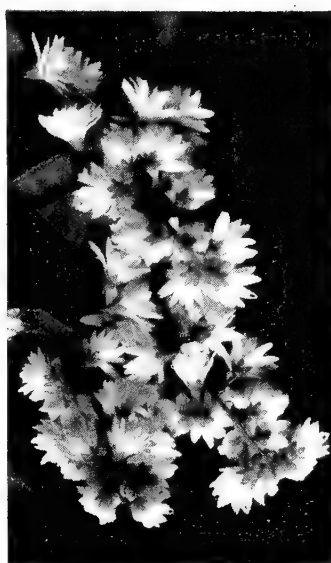
## Providing Drainage

The chances are that your garden soil is sufficiently well-drained. However, there are cases where land is made unsuitable for gardening, because heavy rains do not soak away rapidly enough. Then, drainage can be supplied. It is really quite simple.

To begin with, dig a little deeper than ordinarily required by the plants. Then, if you are going to fertilize with rotted animal fertilizer, you can apply it in the bottom of the hole. After you have applied the animal fertilizer, add a layer of loose sand about one to two inches thick. This will provide drainage at the same time that it is supplying fertility to the plant.

Be sure to use a loose material for your separating layer. If your garden soil is of clay, you must use something else, like loose sand, which you would have to bring in. The clay is too impervious.

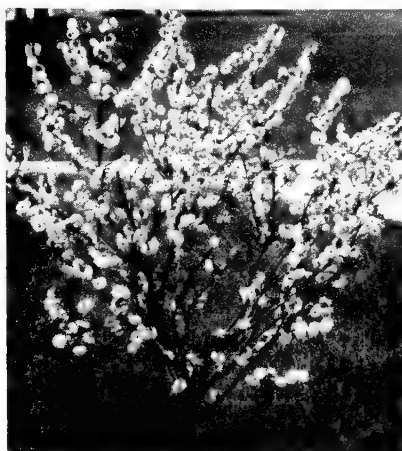
(Continued on page 36)



**DEUTZIA, PRIDE OF ROCHESTER** (*Deutzia scabra*). Bushy shrub 6 to 8 feet high. Produces masses of pinkish white double flowers in June. Fine for a group or background. Space 5 feet apart; ordinary soil and moisture; sun or part shade.

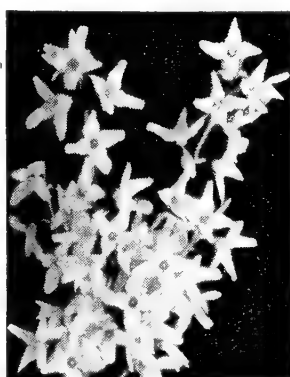
PRICES: 18 to 24 inches, 1 for \$1.10; 2 for \$2.19.

PRICES: 2 to 3 feet, 1 for \$1.49; 2 for \$2.87.



**FLOWERING PEACH** (*Amygdalus rubra plena*). A beautiful red-flowering variety. Stems literally loaded with beautiful double blooms in May. Fine for cutting. Ultimate height, 15 to 20 feet. Plant 10 to 12 feet apart.

PRICES: 2 to 3 feet, 1 for \$1.25; 2 for \$2.39.



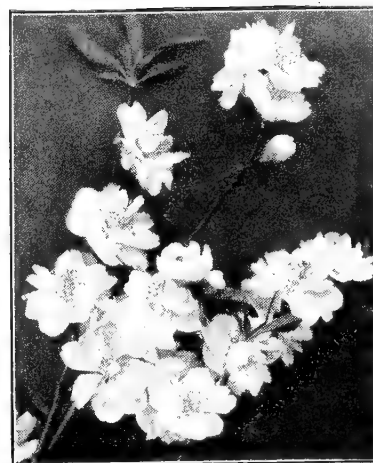
## Forsythia - Golden Bell

**GOLDEN BELL** (*Forsythia spectabilis*). A hardy shrub with beautiful yellow blossoms in early spring. Grows 8 to 10 feet tall. Plant 5 to 6 feet apart in ordinary soil; ordinary moisture; sun or part shade.

PRICES: 1½ to 2 feet, 1 for 85c; 2 for \$1.59.

PRICES: 2 to 3 feet, 1 for \$1.09; 2 for \$2.15.

**R. M. Kellogg Company**  
Three Rivers, Michigan



**FLOWERING ALMOND** (*Prunus glandulosa*). Literally covered with double pink blooms in the month of May. Very truly a glorious sight. Grows 4 to 5 feet high. Plant 3½ feet apart.

PRICES: 18 to 24 inches, 1 for \$1.10; 2 for \$2.19.

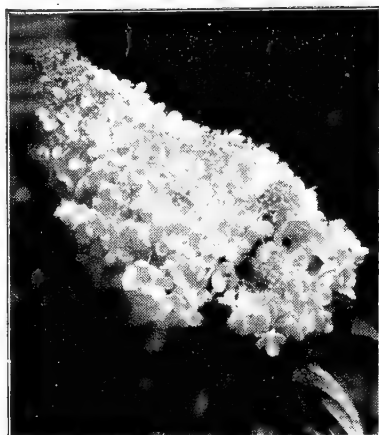


**FLOWERING QUINCE** (*Cydonia japonica*). Dazzling scarlet flowers in spring before foliage comes. Very striking. Grows 4 to 5 feet high. Space 4 feet; ordinary soil; ordinary moisture; sun or part shade. 2-year plants.

PRICES: 12 to 18 inches, 1 for 87c; 2 for \$1.69.

PRICES: 18 to 24 inches, 1 for \$1.27; 2 for \$2.49.

**HYDRANGEA P. G.** (Right.) Immense blooms. Hardy. Pinkish white blooms; fine winter bouquets. Grows 5 to 7 feet. Plant 3 to 4 feet apart in rich soil; water very freely. Prune severely each spring. **Prices below.**



Hydrangea P. G.

**HYDRANGEA A. G.** Large, globular clusters; pure white flowers. Blooms July-August. 5 to 6 feet high. Plant 3 to 4 feet part.

**PRICES, Both Hydrangeas:** 15 to 18 inches, 1 for 99c; 2 for \$1.95.

**PRICES, Both Hydrangeas:** 18 to 24 inches, 1 for \$1.24; 2 for \$2.45.

**PINK TARTARIAN HONEYSUCKLE** (*Lonicera tatarica rosea grandiflora*). (Right.) A bushy, upright shrub. Grows 8 to 10 feet. Delicate pink blooms followed by magnificent red berries in fall. Indispensable for backgrounds or borders. Plant 5 feet apart; ordinary soil; ordinary moisture; sun or part shade.

**PRICES:** 1½ to 2 feet, 1 for 65c; 2 for \$1.14; 3 for \$1.62.



Mock Orange

**PRICES**  
2 to 3 ft.,  
1 for 98c;  
2 for \$1.88;  
3 for \$2.78.



Honeysuckle

**MOCK ORANGE** (*Philadelphus, Virginal*). (Left.) Grows 8 to 10 feet. Clusters of fragrant, double flowers in June. Also blooms intermittently until fall. Plant 5 feet apart; ordinary moisture; sun or part shade.

**PRICES:** 15 to 18 inches, 1 for \$1.16; 2 for \$2.29.

**PRICES:** 18 to 24 inches, 1 for \$1.56; 2 for \$2.99.



**SMOKE TREE** (*Rhus cotinus*—Purple Fringe). Just like a big, beautiful puff of purple smoke. Grows 8 to 10 feet high; can be trained to tree form or shrub as desired. Glossy green leaves; smoky colored panicles of feathery flowers. June to September. Plant 6 to 7 feet apart in ordinary soil; ordinary moisture; sun or part shade.

**PRICES:** 15 to 18 inches, 1 for \$1.16; 2 for \$2.29.

**PRICES:** 2 to 2½ feet, 1 for \$1.40; 2 for \$2.69.



Redbud

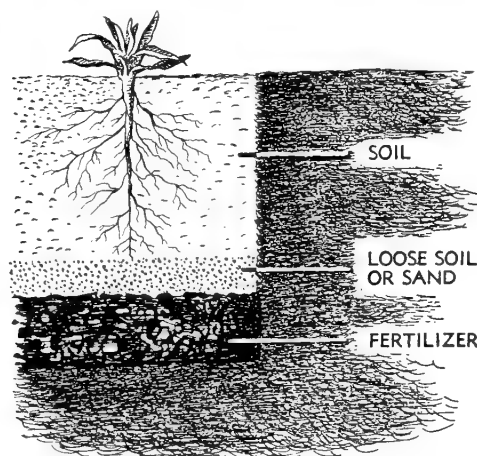
**REDBUD** (*Judas Tree; Cercis canadensis*). The beautiful tree that blooms with such myriads of small reddish purple blooms early in the spring before leaves appear. Very refreshing for its early blooming. Grows not over 20 to 30 feet high. Heart shaped leaves. Plant 20 feet apart.

**PRICES:** 18 to 24 inches, 1 for \$1.32; 2 for \$2.59.

**PRICES:** 2 to 3 feet, 1 for \$1.56; 2 for \$2.99.

## Kellogg's Famous Flowers

If you cannot supply the animal fertilizers, fine loose gravel can be used in the bottom, instead of the manure. But, if you can use the manure, by all means do so.



## Roses

### Kind of Soil

Roses like a good, rich, well-drained soil, with lots of fertility. Whether it is acid or sweet does not matter, unless it would be extremely so in either direction. And, they will thrive on a soil of almost any texture, excepting the very light, sandy soils.

Heavy soils are fine for Roses, especially when loosened somewhat by mixing well with well-rotted stable manure or cow manure. This would give them a nice loamy effect which Roses like.

Sandy loam is O. K. The only soil that you might have difficulty with is the real light, loose, open sandy soil. And, only a few flowers will really thrive in such soil, so really it can be said that Roses will thrive most anywhere other flowers will thrive.

### Fertilizing Roses

We have just mentioned that heavy soils should be loosened by mixing with well-rotted manure, for Roses. That is really one good way to fertilize them, but just be sure that the manures are well-rotted, and stick to the stable manure or cow manure.



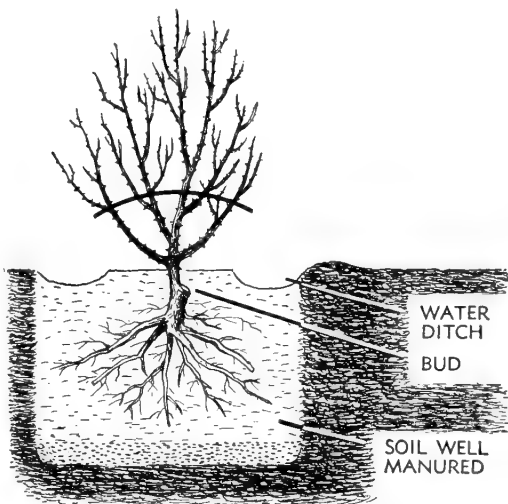
Fruitful and Ornamental

There are also very good specially prepared fertilizers for Roses on the market, and directions always accompany the package. You can undoubtedly buy such manures locally, Roses being one of the very most popular flowers.

Commercial fertilizers are best applied after planting, keeping well away from the plant. Then water in well. Bone meal would be good the first year, since you would not expect many blooms until later in the summer, when bone meal would be available.

## How to Plant Roses

These instructions you should heed carefully, because a Rose wrongly planted is off to a poor start. Rightly planted, it has every chance for success. Planting is very important with Roses, but correct planting is easy. All you need to do is to take care.



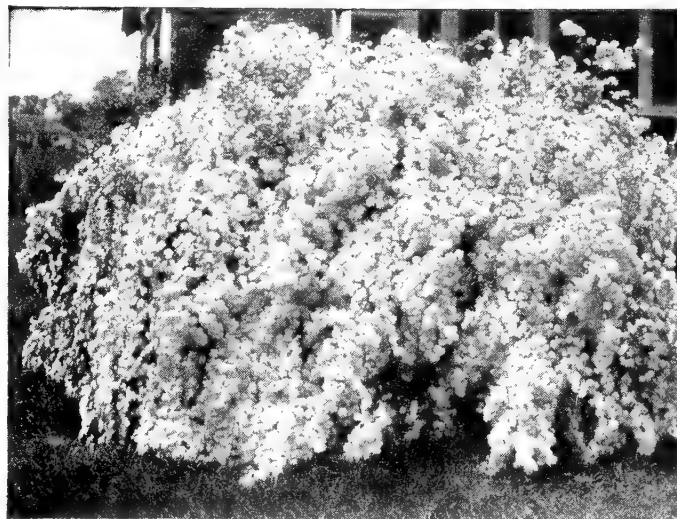
To properly plant a Rose, first prepare your hole large enough. And, we mean large enough! Those roots must have room. They must not be crowded, or bent, and, the Roses should be planted the proper depth.

For proper depth the first branches should be just level with the top of the soil, or very slightly under the top of the soil. Remember that Roses are budded plants, and if you plant them too shallowly, there is danger that they will sprout from the Japanese Multiflora roots on which they are budded, and you will have what seems to be

(Continued on page 44)

## Hansen's Bush Cherry

A shrub that is both ornamental and useful. Delicious fruit is fine for preserves. Grows rapidly, fruits quickly in any soil a year after planting. Hardy. Requires no more room than a Raspberry bush, but often bears as much fruit as a Plum tree. Bluish green foliage, white flowers in spring. Grows only 4 to 5 ft. high, 3 to 4 foot spread. Plant as close as 4 to 6 ft. **PRICES: 2 to 3 ft. plants: 1 for 93c; 2 for \$1.79.**



### PRICES:

**Spirea Van Houttei**  
1½ to 2 ft. size  
1 for. . \$0.77  
2 for. . 1.52  
3 for. . 2.27  
4 for. . 3.02  
6 for. . 3.77

2 to 3 ft. size  
1 for. . \$1.00  
2 for. . 1.98  
3 for. . 2.96  
4 for. . 3.94  
6 for. . 4.92

**SPIREA VAN HOUTTEI** (Bridal Wreath). (Above.) Masses of white blooms in May. Beautiful drooping effect. Grows 8 feet high. Plant 5 feet apart in ordinary soil and moisture; sun or part shade. **Prices above.**

**SPIREA BILLIARDI** (Pink Spirea). Grows 5 to 6 feet. Pink flowers in spikes. Blooms July-Aug. Plant 4-5 feet apart in ordinary soil; ordinary moisture; sun or part shade.

**PRICES: 1½ to 2 feet, 1 for 93c; 2 for \$1.79.**

**PRICES: 2 to 3 feet, 1 for \$1.16; 2 for \$2.29.**

**SPIREA ANTHONY WATERER** (Spiraea bumalda). Grows only 2 to 3 feet high. Pinkish red flowers in June. Plant 2½ to 3 feet apart in ordinary soil; ordinary moisture; full sun.

**PRICES: 10 to 12 inches, 1 for 85c; 2 for \$1.69.**



White Snowberry

**WHITE SNOWBERRY** (Symphoricarpos racemosus). Pink blossoms, then clusters of white berries until winter. Fine in shade. Grows 5 to 6 feet high. Plant 4 to 5 feet apart in ordinary soil; ordinary moisture; sun or shade.

**PRICES: 1½ to 2 feet, 1 for 93c; 2 for \$1.79.**

**PRICES: 2 to 3 feet, 1 for \$1.08; 2 for \$2.09.**

**RED SNOWBERRY** (Symphoricarpos chenaulti). Pink and white berries in June, then loads of large coral-red berries. Grows 5 to 6 feet high. Plant 4 to 5 feet apart in ordinary soil; ordinary moisture; sun or shade. **Prices same as White Snowberry above.**

**SWEET SHRUB** (Calycanthus floridus). (Right.) Shiny green leaves; fragrant brown flowers. May-June. Grows 6 to 8 feet high. Space 4 to 5 feet in ordinary soil; ordinary moisture; shade or sun.

**PRICES: 18 to 24 inches, 1 for 97c; 2 for \$1.89.**

**PRICES: 2 to 3 feet, 1 for \$1.25; 2 for \$2.45.**



Sweet Shrub

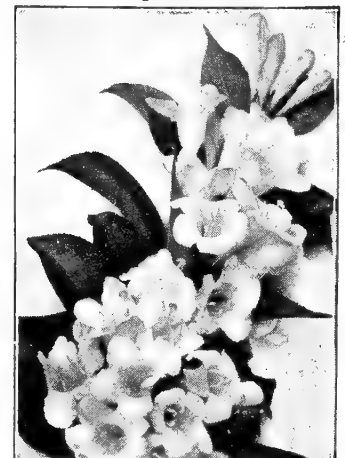
**RED WEIGELA** (Weigela, Eva Rathke). Gracefully drooping. June until fall. Crimson flower sprays. 5 feet; good soil; ordinary moisture; sun or part shade.

**PRICES: 1½ to 2 feet, 1 for 97c; 2 for \$1.89.**

**PRICES: 2 to 3 feet, 1 for \$1.25; 2 for \$2.45.**

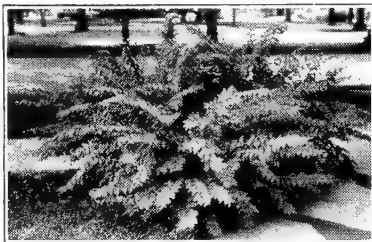
**WEIGELA ROSEA** (Diervilla). (Right.) Blossoms bright pink; great abundance. June. 8 to 10 feet high. Plant 5 feet apart; ordinary soil; ordinary moisture; sun or part shade.

**PRICES: 1 for 93c; 2 for \$1.79.**





# Hedges



## Regel Privet

(*Ligustrum ibota regelianum*). Hardy. Dark green, glossy. Uniform grower. Fine for groups, foundations, hedges. Grows 4 to 6 feet high unless trimmed or sheared. White flowers followed by black berries. Plant 2 to 2½ feet apart; ordinary soil and moisture.

**PRICES:** 12 to 18 inches, 1 for 77c; 2 for \$1.52; 4 for \$3.02; 6 for \$4.49.

**PRICES:** 18 to 24 inches, 1 for \$1.00; 2 for \$1.95; 4 for \$3.85; 6 for \$5.75.

## Blue-Leaf Arctic Willow

Now, you can have the "new look" in hedges. Arctic Willow is low-growing, and compact, with beautiful gray-green foliage. Very hardy. Grows anywhere, all types of soil. Useful where other hedges fail. Ultimate height, 3½ to 4 feet. Plant 12 to 18 inches apart.

**PRICES:** 2-yr., 12 to 15 inches, 1 for 65c; 2 for \$1.29; 4 for \$2.39.



## Red Barberry

(*Berberis thunbergi atropurpurea*). Rich bronze-red foliage turns red in summer and autumn. Red berries in winter. Grows 4 to 5 feet tall. Plant 2 to 2½ feet apart; ordinary soil; ordinary moisture; full sun.

**PRICES:** 12 to 18 inches, 1 for 93c; 2 for \$1.89; 4 for \$3.75.

**PRICES:** 18 to 24 inches, 1 for \$1.08; 2 for \$2.12; 4 for \$4.19.

## Green Barberry

(*Berberis thunbergi*). Prickly, keeps dogs away. Green foliage turns red in fall; red berries in winter. Grows 4 to 5 feet high. Hardy. Plant 2 to 2½ feet apart; ordinary soil; ordinary moisture; sun or part shade.

**PRICES:** 12 to 18 in., 1 for 73c; 2 for \$1.44; 4 for \$2.86; 6 for \$4.28.

**PRICES:** 18 to 24 in., 1 for 93c; 2 for \$1.84; 4 for \$3.66; 6 for \$5.48.



## Truehedge Columnberry Upright

(*Berberis thunbergi erecta*). Attractive pruned or unpruned. A real labor saver. Easy to grow! Grows upright in columnar form, requires practically no pruning. Foliage dense, heavy and evenly distributed from the ground up. Hardy, drought resistant, disease resistant. Has briars. Ultimate height 4 to 6 feet if left unpruned. Blooms in May followed by red berries well up to winter. For hedge plant 12 to 14 inches apart. For groups 2 to 2½ feet. Thrives in sun or part shade. 12 to 15 in. plants furnished.

**PRICES:** 3 for \$2.67; 6 for \$5.29; 12 for \$10.50.

Get a Bonus—See page 32A

## Amur River North

(*Ligustrum amurense*). The hardest formal hedge. Plant about 1 foot apart in single row and 9 inches in staggered row. Ordinary soil; ordinary moisture; full sun or partial shade.

**PRICES:** 9 to 12 in., 1 for 23c; 2 for 40c; 4 for 75c; 6 for \$1.10; 12 for \$2.15.

**PRICES:** 18 to 24 in., 1 for 38c; 2 for 69c; 4 for \$1.31; 6 for \$1.93; 12 for \$3.79.

# Vines



## Silver Lace Vine

(*Polygonum auberti*). Completely covered with myriads of snowy white flowers, summer and fall. Beautiful for arbor, fence; etc. Often grows 20 feet per season. Plant 8 to 10 feet apart; ordinary soil; ordinary moisture; sun.

**PRICES:** 1-yr., No. 1, 1 for 93c; 2 for \$1.79; 4 for \$3.53.



## American Ivy

Virginia Creeper (*Ampelopsis quinquefolia*). Climbs if given good support. Dense green foliage turns bronzy red in autumn. Very hardy. Very beautiful. Plant 8 to 10 feet apart in ordinary soil; ordinary moisture requirements. Shade or sun.

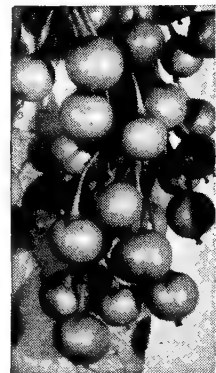
**PRICES:** 1 for 55c; 2 for \$1.05; 4 for \$2.05; 6 for \$2.99.



## Hall's Climbing Honeysuckle

(*Lonicera japonica halliana*). Strong growing; nearly evergreen. Highly fragrant, white flowers which turn yellow. Blooms June-September. Plant 8 to 10 feet apart; ordinary soil; ordinary moisture; shade or sun.

**PRICES:** 1-yr., No. 1, 1 for 55c; 2 for \$1.05; 4 for \$2.05; 6 for \$2.99.



## American Bittersweet

(*Celastrus scandens*). Orange-crimson winter fruit. Plant 8 to 10 feet apart; ordinary soil and moisture; sun or shade. To insure fruit, plant two.

**PRICES:** 1½ to 2 ft., 1 for 85c; 2 for \$1.69.

**PRICES:** 2 to 3 ft., 1 for 99c; 2 for \$1.95.

Order Early of R. M. Kellogg Co., Three Rivers, Mich.



## 100 Large Size GLADIOLI BULBS

**FIRST YEAR BLOOMERS • MANY BEAUTIFUL COLORS • RIVALS OF THE RAINBOW**

These are all larger size bulbs, to give maximum blooms the first year, and continue up to three years thereafter. Part of the bulbs will be No. 1s for exhibition blooms the first year, part No. 2s which will do nearly as well as the No. 1s,

and part No. 3s for prolonging the blooming. They too will give extra fine blooms first year. Colors: red, yellow, pink, salmon, lavender, purple and variegated, mixed. 50 for \$2.69; 100 for \$4.99; 200 for \$9.85.

# \$4<sup>99</sup>

**100 LARGE BULBS  
SPECIALLY PRICED**

## 5 Gorgeous PEONIES

# \$1<sup>69</sup>

**LOTS OF BEAUTY  
FOR LITTLE MONEY**

We have a surplus of beautiful Peonies, therefore are offering them at this very low price. Most will be various shades of pink, but there will be at least one dark red. All are good three to five eye roots. All leading varieties, but unlabelled. Varieties our choice. **PRICES:** 3 for \$1.11; 5 for \$1.69; 10 for \$3.29. Prices prepaid to area indicated on page 16.

**R. M. Kellogg Company  
Three Rivers, Michigan**





# 4 Beautiful Large Flowering

## JAPANESE IRIS

*Specially  
Priced* **\$1<sup>69</sup>** **FOR  
FOUR**

These are the Iris that make such large and beautiful flowers. And, they are priced exceedingly low at 4 for \$1.69. We send you a variety of colors such as white, light blue, dark blue and two-tone varieties. Varieties will not be labelled, and will be our choice. 3 for \$1.25; 4 for \$1.69; 8 for \$3.29.



# 4 Hardy Asters

*Exceptional  
Value* **\$1<sup>49</sup>** **FOR  
FOUR**

Hundreds of flowers in early fall; delightful shades of white and pink. We have surpluses of these two colors, hence this very low price. Order now, and get them while we have them. **PRICES: 4 for \$1.49; 8 for \$2.87.**

**R. M. Kellogg Company**  
**Three Rivers, Michigan**



# Remember to take Your Bonus!

This is the Kellogg plan that gives you extra plants with no extra charge. Here at Kellogg's we find that it costs only slightly more to handle a large order than it costs to handle a small one. A saving results, and we pass the saving on to you by this bonus plan. After you get your order ready, total it, then select your extra bonus plants, as follows:

## With a \$5.00 Order

or larger—choose anything you wish from this catalog priced at \$1.00 to \$1.25.

## With a \$9.50 Order

or larger—choose anything you wish from this catalog priced at \$2.00 to \$2.25.

## With a \$14.00 Order

—anything priced at \$3.00 to \$3.25.

## With an \$18.50 Order

anything priced at \$4.00 to \$4.25.

## With a \$23.00 Order

anything priced at \$5.00 to \$5.25.

## With a \$27.00 Order

anything priced at \$6.00 to \$6.25.

This Offer  
Applies  
Only to  
Orders  
from This  
Catalog

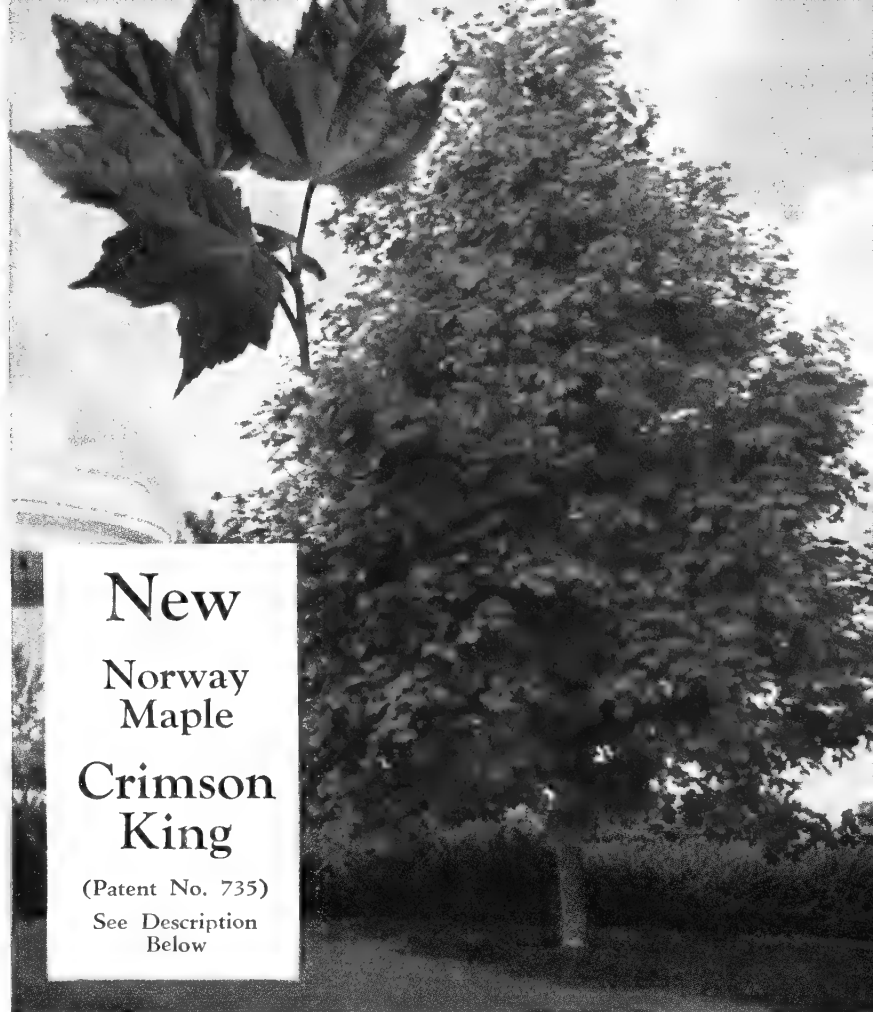
For larger orders, see page 32A.

NOTE.—Bonus values must be taken in plants or bulbs—not deductible as a discount.

Leave choice to us and we will allow maximum value, choosing items to match your order.

**R. M. Kellogg Co.**  
**Three Rivers, Mich.**

[41]



New

Norway  
Maple

Crimson  
King

(Patent No. 735)

See Description  
Below

(*Acer platanoides schwedleri nigra*). A new brilliantly colored Maple to arouse admiration and envy among your friends. Leaves are brilliant crimson all through the summer months, even redder in sunlight. Grows tall and majestic like any other Maple. **PRICES:** 4 to 5 ft. trees, 1 for \$5.95; 2 for \$11.45X. 5 to 6 ft. trees, 1 for \$6.95; 2 for \$13.45X.

X means Express shipment only.

### Other Shade Trees

**CUT LEAF WEEPING BIRCH** (*Betula alba pendula*). Shiny white bark, drooping branches, lacinated green foliage. Grows 30 to 40 feet. **PRICES:** 4- to 5-foot trees, \$5.50 each; 2 for \$10.75X.

**WISCONSIN WEEPING WILLOW** (*Salix blanda*). Grows 30 to 40 feet. Graceful, drooping branches. **PRICES:** 3- to 4-foot trees, 1 for \$1.65; 2 for \$3.15.

**CHINESE ELM**. Very rapid growing trees. Good shade tree, ornamental. Extremely hardy. Dark green leaves on pendulous branches. **PRICES:** 4- to 5-foot size, 1 for \$1.85; 2 for \$3.65X.

**SILVER MAPLE** (*Acer dasycarpum*). Grows rapidly to 50 to 60 feet. Silver-green leaves. 5- to 6-ft. trees, \$2.65 each; 2 for \$5.15X.

**MOUNTAIN ASH** (*Sorbus aucuparia*). Symmetrical, 25- to 30-foot tree. Smooth, greenish bark. Clusters of orange-red berries. Plant 20 feet apart. **PRICES:** 3- to 4-foot trees, 1 for \$1.75; 2 for \$3.45.

**PRICES:** 4- to 5-foot trees, 1 for \$2.25; 2 for \$4.39X.

**PUSSY WILLOW** (*Salix discolor*). Grows 20 feet. **PRICES:** 3- to 4-foot shrubs, 1 for \$2.65; 2 for \$5.15.

### Chinese Chestnut

(*Castanea mollissima*). Left. Very similar to the old-fashioned Chestnut, but blight-resistant. The nuts are large; if anything, larger than the native variety. Both ornamental and useful.

**PRICES:** 2- to 3-foot size, 1 for \$1.95; 2 for \$3.89.



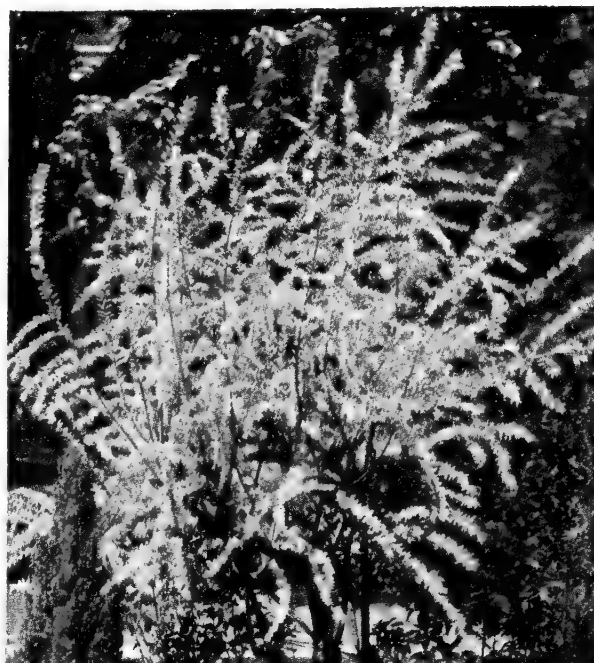
# These are the Beauty Shrubs-



## Beauty Bush

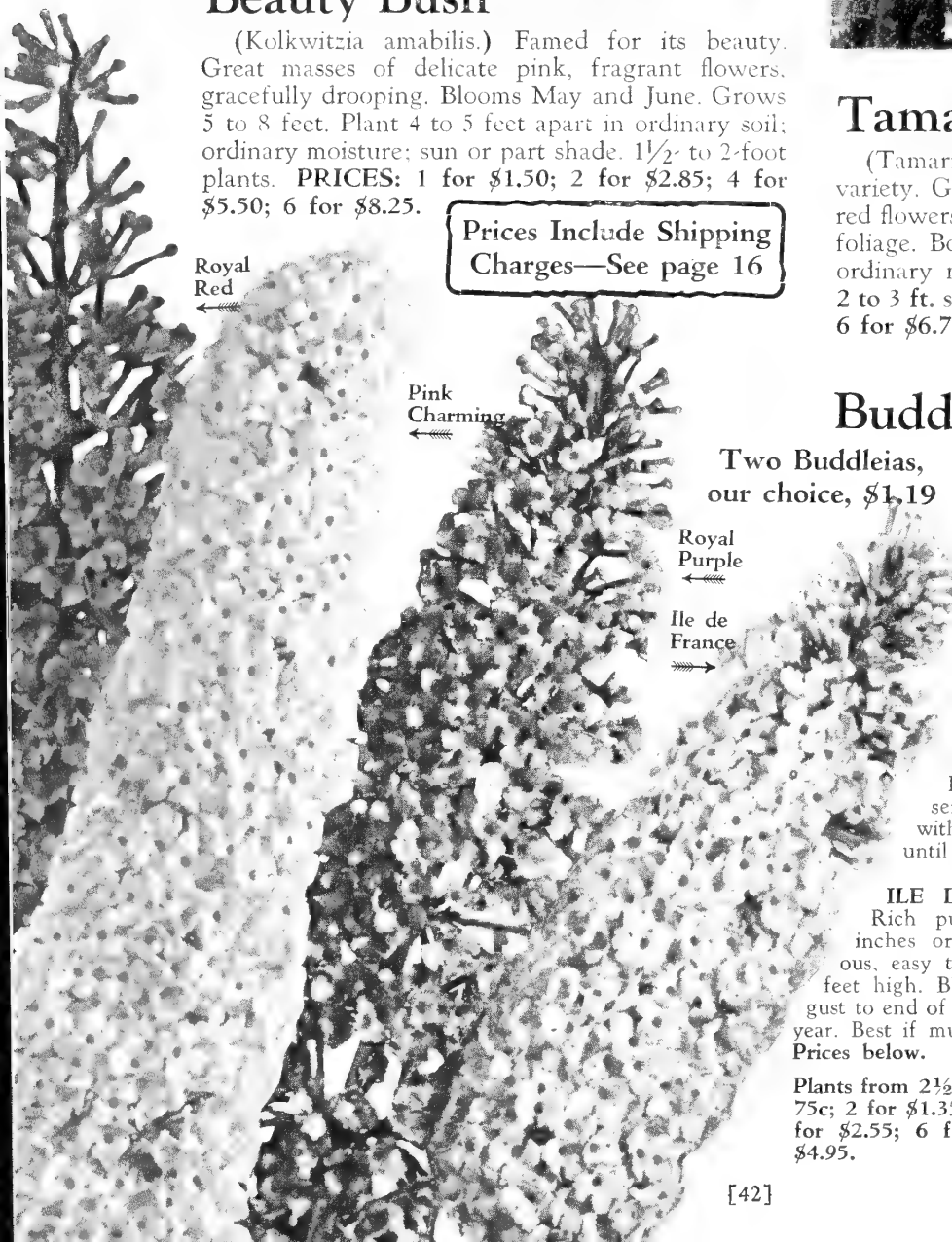
(*Kolkwitzia amabilis*.) Famed for its beauty. Great masses of delicate pink, fragrant flowers, gracefully drooping. Blooms May and June. Grows 5 to 8 feet. Plant 4 to 5 feet apart in ordinary soil; ordinary moisture; sun or part shade. 1½- to 2-foot plants. **PRICES:** 1 for \$1.50; 2 for \$2.85; 4 for \$5.50; 6 for \$8.25.

Prices Include Shipping  
Charges—See page 16



## Tamarix Summer Glow

(*Tamarix hispida aestivalis rubra*.) Beautiful variety. Great profusion of delightful little wine-red flowers in late summer. Graceful silvery green foliage. Both excellent for cutting. Ordinary soil, ordinary moisture, sun or part shade. **PRICES:** 2 to 3 ft. size, 1 for \$1.25; 2 for \$2.35; 4 for \$4.55; 6 for \$6.75.



Royal  
Red  
←

Pink  
Charming  
←

Royal  
Purple  
←

Ile de  
France  
→

Two Buddleias,  
our choice, \$1.19

## Buddleias (Butterfly Bush)

Beautiful flowering shrubs which will attract beautiful butterflies.

**ROYAL RED.** Dark ruby in sun, deep wine in shade. Full, well-formed spikes. Hardy, vigorous. Tops die during northern winters, revive in spring. Prices below.

**PINK CHARMING.** Delicate pink spikes, 12 to 13 inches. Hardy throughout U. S. Pick off flower spikes in July for best blooms in August and September. Plant 4 feet apart in sun. Mulch in winter. Prices below.

**ROYAL PURPLE.** (Propagation Rights Reserved). Rich, glowing purple. Bush covered with long, beautiful spikes. Blooms from August until frost. Grows 4 to 5 feet tall. Prices below.

**ILE DE FRANCE.** Rich purple spikes 12 inches or longer. Vigorous, easy to grow. 4 to 5 feet high. Blooms from August to end of fall. Blooms first year. Best if mulched in winter. Prices below.

Plants from 2½-inch pots, 1 for 75c; 2 for \$1.35; 3 for \$1.95; 4 for \$2.55; 6 for \$3.75; 8 for \$4.95.

**Bargain!**

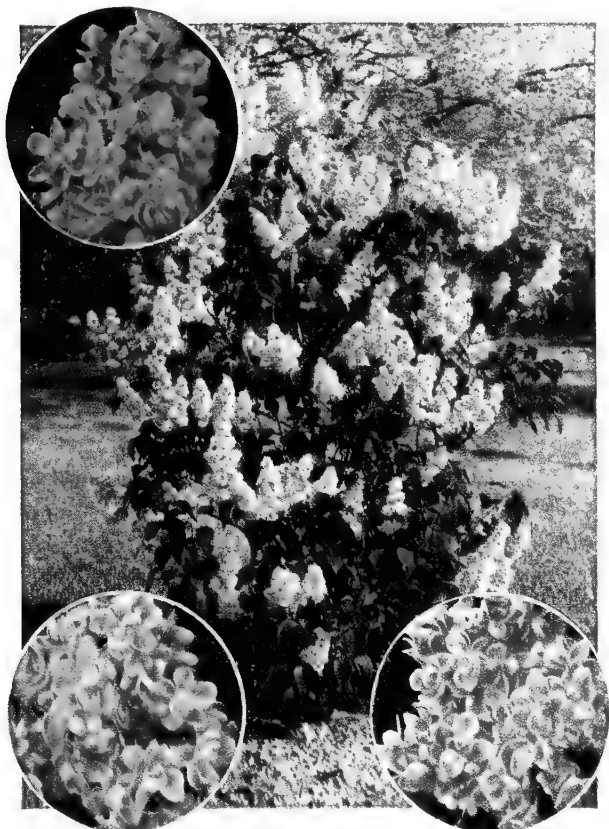
Four Buddleias as follows:

1 Royal Red	\$0.75
1 Pink Charming	.75
1 Royal Purple	.75
1 Ile de France	.75

Total Value \$3.00

Special Price **\$2.29**

# Just See How They Bloom!



## French Lilacs

(*Syringa vulgaris*.) Beautiful flowers; beautiful foliage; wonderful fragrance. Can be used in groups or made into fine hedges. Grow 8 to 10 feet high. Plant 5 feet apart; ordinary soil; ordinary moisture. Your choice of colors: Red, Pink, White or Blue. 18 to 24 inches; 3-year plants.

1 for \$1.25    4 for \$4.85  
2 for 2.45    6 for 7.25

For a BONUS  
See page 32A

**Special!**

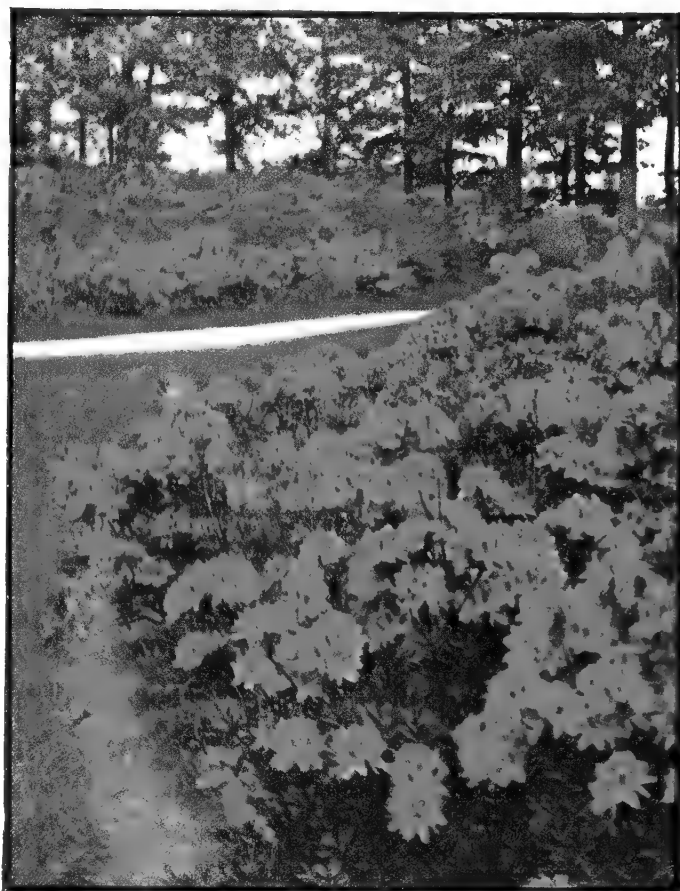
Four French Lilacs as follows:

1 Red	1 Pink
1 White	1 Blue
Total Value ..... \$5.00	
Special Price ...	<b>\$4.79</b>

## Garland Flower

(*Daphne cneorum*.) A wonderfully fragrant shrub and beautifully covered with blooms, as shown. In May it is one big gorgeous mass of pink loveliness. You also get some blooms at intervals during summer until fall. Leaves are green all winter, with a beautiful waxy texture. Plant 2½ to 3 feet apart. Ordinary, well-drained soil; sun. PRICES: 8- to 10-inch plants, 1 for \$1.95; 2 for \$3.89.

R. M. Kellogg Company  
Three Rivers, Michigan



## Azalea Mollis by Color

Yes, now you can have your choice of four brilliant colors in these beautiful shrubs: Red, Orange-red, Orange, and Yellow. These colors will give you a glorious display as shown above, and will be a charming addition to your garden or to your landscape. Often this shrub will be almost completely covered with flowers, like our Azaleamums—in fact, Azaleamums were named because they are so prolific in bloom, like Azaleas. Bloom May-June. Plant 2½ to 3 feet apart, in slightly acid soil. PRICES: 8- to 10-inch plants, your color choice, 1 for \$1.85; 2 for \$3.55; 3 for \$5.25; 4 for \$6.95.





① Chateau

② Improved Lafayette

## Roses Floribunda

Yellow Poulsen

Floribunda Roses are bush Roses which produce clusters of blooms and are used for mass planting. These sturdy plants are easy to grow and will bloom from early summer till late frost, creating a beautiful display of color. Plant them in Rose beds or as color groups in front of shrub borders. Plant closely—about 14 inches apart—in large groups to blanket the ground. Average height 24 to 30 inches. Very hardy. Five colorful varieties:

1. **Chateau.** Very dark red as shown in picture above. A fine variety.
2. **Improved Lafayette.** Deep glowing red suffused with crimson. Profuse bloomer, fine for bedding. Grow 2½ to 3 feet.
3. **Yellow Poulsen.** Picture shows form and coloring.
4. **Red Ripples.** An intense brilliant red Rose with wavy petals.
5. **Else Poulsen.** Bright rose-pink. Erect growing, thrifty plants. Excellent for hedges.

**Special!**

One each of the 5 Floribunda Roses shown, total value \$5.92.

Special Price .....

**\$5.69**

### PRICES:

1 for .....	\$1.30
2 for .....	2.45
3 for .....	3.60
4 for .....	4.75
6 for .....	7.05

We Pay Shipping Charges—  
See page 16

④ Red Ripples

Else Poulsen  
⑤

Get a Bonus  
See page  
32A



### Kellogg's Famous Flowers

a mere bramble. The Japanese Multiflora Rose is really nothing much more than that. But it has exceedingly good roots, and that is why it is used.

And, water your Roses in well after planting. Set your hose for a light spray, then let it run until the ground is really saturated.

A good plan is to make a little irrigation ditch around the Rose three or four inches deep, and five or six inches away from the base of the plant.

In the case of Roses, this watering-in is really a part of the planting, and it is an important part.

### Rose Cultivation

Many flowers get along with only a little cultivation, but Roses really require a liberal amount. They should be hoed or cultivated shallowly all through the season, at intervals of every week or ten days, or as soon as the ground can be worked after a rain. Keep the top soil stirred and loose.

### Controlling Insects and Diseases

Clean cultivation will go a long way towards keeping your Roses healthy, but it must be admitted that there are various insects and diseases that will visit them. Aphids are one of the insects that you may expect, and there are some fungus diseases, and there are some epicurean insects that consider Roses especially, a delicacy, such as the Rose chafer.



## Little Bo Peep

### Miniature Rose

The Little Bo Peep of our nursery rhyme days may have lost her sheep, but this little Bo Peep certainly has not lost any of her beauty and charm. It's delicate pink and delightfully fragrant. Very hardy; persistent bloomer June until frost. 6 to 8 inches high. Plant in rich, well drained soil, with sun. Ordinary moisture requirements. Spray for best results. Plant 10 inches apart. **PRICES:** Plants out of 2½-inch pots, 1 for 75c; 2 for \$1.31; 3 for \$1.87; 4 for \$2.43; 6 for \$3.55.

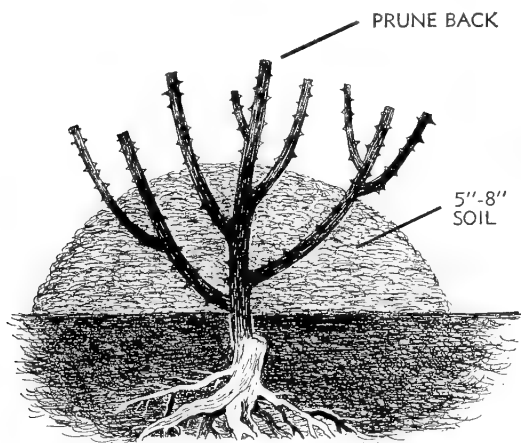
### *and How to Grow Them*

But the best way to handle insects and diseases is to keep your Rose beds clean, then if anything shows up go to your drug-gist or other dealer, who handles sprays, and without a doubt he will have something especially made for the trouble, and there will be instructions with the package.

## Winter Care of Roses

Roses require more winter care than most other flowers, yet caring for them properly is well worth while, and not at all difficult.

The first thing to do is to mound earth or soil up over the crown of the plant to a depth of about five to seven or eight inches. Make a good mound, and do the work gently. Any pressure you may apply at all should be applied with the hands, and just enough to make the mound take form.



Perhaps you do not have enough soil in your garden, and in that case, you must transfer it from some other point. You do need this soil mound over the crown of the plant.

If you mound earth over the crown in this manner, usually a mulch is not necessary, though a light mulch can be used.

# Climbing Roses

## Climbing Talisman

A stunning beauty that climbs your fence or trellis and drapes it with beautiful green foliage. Then the lovely two-tone Roses appear, nice cutting size, or nice on the vines. Yellow and red as only Nature can match and blend them. **PRICES:** 1 for \$1.30; 2 for \$2.45; 3 for \$3.60; 4 for \$4.75; 6 for \$7.05.

## Other Climbers

**Climbing American Beauty.** A very fragrant, very beautiful rosy carmine Rose that heaps and piles its blooms all over your trellis, porch, or fence. Large brilliant flowers.

**Paul's Scarlet Climber.** A variety that will make your trellis blaze with beauty. Intense scarlet flowers are well shaped, borne on rigid, upright stems. There is little wonder that this is one of the real favorites.

**Primrose.** Pretty primrose-yellow and indeed beautiful. Flowers large and well formed; do not fade. Foliage luxuriant and healthy.

**Silver Moon.** Beautiful white flowers; entrancing fragrance. Fine, semi-double shape; pure in color. A really worth-while climber.

**PRICES:** Climbing American Beauty, Paul's Scarlet Climber, Primrose, Silver Moon, 1 for \$1.30; 2 for \$2.45; 3 for \$3.60; 4 for \$4.75; 6 for \$7.05.

Climbing  
Talisman

**New Dawn.** Delicate pink, well formed. Fragrant. Hardy ever-blooming. June to frost. **Prices below.**

**Blaze.** Same blazing color as Paul's Scarlet Climber but is ever-blooming variety. Vigorous climber.

**PRICES:** 1 for \$1.85; 2 for \$3.55; 3 for \$5.25; 4 for \$6.95; 6 for \$10.35.

***Bargain!***

One each of these 4 Climbing Roses:

Amer. Beauty, Paul's Scarlet, Primrose, Silver Moon — total value \$5.20.

Special Price **\$4.69**

## Polyantha Roses

Polyanthas often have 100 to 200 blossoms per plant, and will bloom in this amazing fashion all summer long. Simply keep the blossoms clipped off before the petals fall. Wonderfully beautiful in low hedges where a mass of color is desirable. Beautiful when only half open; can be used for corsages. Plant 12 to 15 inches apart; good rich soil; water well; give full sun. Furnished by color only: red, pink, white and orange.

**PRICES:** 2-Year Budded Stock  
1 for \$1.30 4 for \$4.75  
2 for 2.45 6 for 7.05  
3 for 3.60 12 for 13.95

Some prefer to use mulching in place of the mound of soil, but in that case you must allow for packing down, and the mulch will have to be at least ten inches deep, and twelve inches would be better. We prefer the method of using mounded soil. It will usually bring the Roses through.

### **Time for Mulching Roses**

For other flowers, we have emphasized the idea of mulching after the first freeze. Roses are an exception.

They should be mulched shortly before the first heavy freeze. Of course, a little guesswork is required, so to be safe you could do your mounding, or mulching a week or ten days ahead of when you guess the freeze will arrive. If it does arrive early, you are prepared, and if not, no harm is done.

### **Removing the Mulch in the Spring**

In general the same rules apply for removing the mulch from Roses in the spring, as for other flowers. It should not be done until all danger of freezing is past, but the mulch should not be left on so long that the Rose canes will bleach.

Be careful in removing the mulch, not to injure the canes. And, if you have simply mounded the soil around the Rose plants, it need not be carried away, but will soon level off. If you have brought it in, again, it is not necessary to carry it away. Otherwise, brought-in soil would not have been necessary.

## **Roses by Color**

You can save by ordering colors only. You may choose red, yellow, pink, white or two-tone. At prices below, please do not choose varieties—only colors. Prices by variety are above, right. Roses by color:

3 for \$3.79  
5 for 6.19  
10 for 11.98

**R. M. Kellogg Company  
Three Rivers, Mich.**

# **Dazzling**

### **Large No. 1 Size Plants**

Roses priced here are all No. 1, three-cane plants, with long, strong, sturdy roots. They are the best size for transplanting.



From \_\_\_\_\_

Address \_\_\_\_\_

Town \_\_\_\_\_ State \_\_\_\_\_



PLEASE WRITE PLAINLY



Do Not Write Here

Please  
Fill in  
Spaces  
at left

---

---

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R. M. Kellogg Co.  
Three Rivers,  
Michigan



**Do Not Mail Currency  
in this envelope without  
Registering**



--

**Write Plainly**

## Address

Town

State

Office

Distance

Miles

HOW FAR FROM YOU TO NEAREST EXP. OFFICE IF NONE IN YOUR TOWN

C	ST	CK	MO	CC	Ref	Ret
---	----	----	----	----	-----	-----

[illegible]

[illegible]

# Dozen Everblooming Roses

The Roses shown here need no descriptions. They are well-known as outstanding varieties, and are well-pictured. Each picture is numbered, and following are the names of the varieties with corresponding numbers, all strong, two-year plants budded on Japanese Multiflora roots.

- |   |   |
|---|---|
| (1) Picture   | (2) President Herbert Hoover  |
| (3) Poinsettia  | (4) Luxembourg  |
| (5) Caledonia   | (6) Editor McFarland  |
| (7) Golden Dawn   | (8) Charles K. Douglas  |
| (9) Golden Charm  | (10) Etoile de Hollande   |
| (11) Talisman. Not pictured, but known to all. It puts other two-toned Roses in the background. Color: Golden yellow with shades of copper-red and orange-rose. | (12) Condesa de Sastago. Another beautiful two-tone Rose, like Talisman in coloring, but produces a larger number of petals. It is more double. Some prefer it to Talisman. |

PRICES:	
By Variety	
1 for ...	\$ 1.50
2 for ...	2.85
3 for ...	4.20
6 for ...	8.25
12 for ...	16.35

Prices by variety at right, above.

[47]

## Roses By Color

You can save by ordering colors only. You may choose red, yellow, pink, white or two-tone. At prices below, please do not choose varieties—only colors. Prices by variety are above, right. Roses by color: 3 for \$3.79; 5 for \$6.19; 10 for \$11.98.



*Now!*

# RAGGEDY ANN

PROPOGATION RIGHTS RESERVED

A NEW  
TYPE of

*Azaleamum*

TRADE MARK OFF.

**(Copyright Notice)**

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Our breeders work for years and years, until a new type bloom appears, that quite surpasses all the rest, and ranks first place by every test. Its beauty must be truly rare, its shapeliness beyond compare. It must be graceful, hardy, strong, with many blooms all season long. We offer you a new creation, flower lovers call a real sensation! Its shape is ragged, as you will see, its beauty rich as it can be. Its color white as winter snow, we've named it for a doll you know, who's loved by children everywhere. 'Than RAGGEDY ANN, there's none more fair. A fairy's brush, allowed to enter, left trace of gold in blossom's center. Ann's namesake borrowed from her hair, a touch of same for added flare. We'll fill all orders as they come, for this new type Azaleamum.

## Raggedy Ann

This is the Azaleamum that is different. Blossoms are delightfully ragged in shape as shown, and are pure, beautiful white, with very pretty yellow center—much whiter than pictured. Plants get up to 2 feet high, and 2 to 3 feet across—first season. Flowers completely cover plant. Prices: Out of 2-inch pots—1 for \$1.30; 2 for \$2.30; 4 for \$4.40; 6 for \$6.50.

Out of 3-inch pots, (Oversize Plants): 1 for \$1.70; 2 for \$3.15; 4 for \$6.05; 6 for \$8.95.

**R. M. Kellogg Co.  
Three Rivers, Mich.**

## Raggedy Ann Special

Try this year's new Azaleamums. Neither have been offered before, and you'll be the first to display them.

2 Raggedy Ann .....\$2.30  
2 Blazing Red (front cover) .....2.30

Total Value .....4.60

(2 Raggedy Ann and 2 Blazing Red Oversize Plants, total value \$6.30, Special Price \$5.98.

**Special!  
\$4.19**

